

LIFE



LEGION DRUM MAJORETTES

OCTOBER 10, 1938

10 CENTS

MOBIL OIL'S 33RD PENNANT



**SINCE 1905,
MOBIL OIL HAS BEEN
THE FIRST CHOICE
OF MOTORISTS!**



REMEMBER when "gas buggies" made horses climb curbs? That's when Mobil Oil took first place... —from "gas buggy" days to the streamlined era, it's been the top-ranking motor oil!

The reason? One crankcase full of Mobil Oil will show you! It makes cars run smoother. Gives longer oil mileage! Keeps motors cleaner, peppier—protects them better!

Today, Mobil Oil more than meets the strict demands

of your modern, high-speed, precision-built motor!

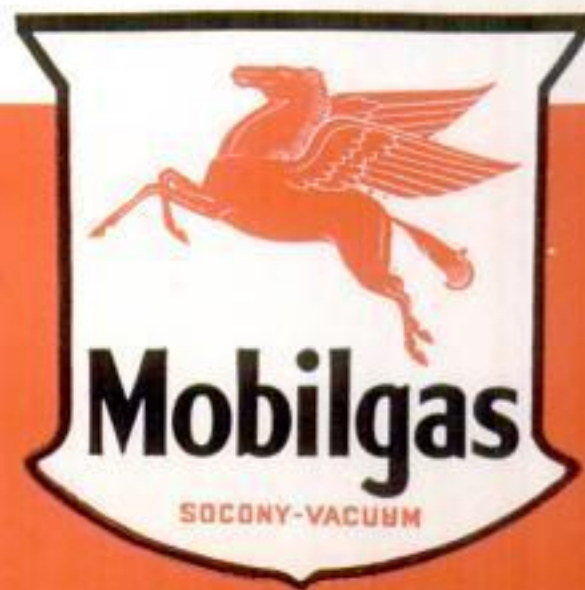
It has the body to withstand today's terrific engine heats...the extra film strength needed to protect today's faster-moving engine parts! And it's remarkably free of gum, sludge and carbon-forming elements!

Stop at the Sign of the Flying Red Horse, or at the famous Mobil Oil Sign, and try this oil in your car. You'll see why it's the world's best-selling oil!

MOBIL OIL AND MOBIL GAS

SOCONY-VACUUM OIL COMPANY, INC.

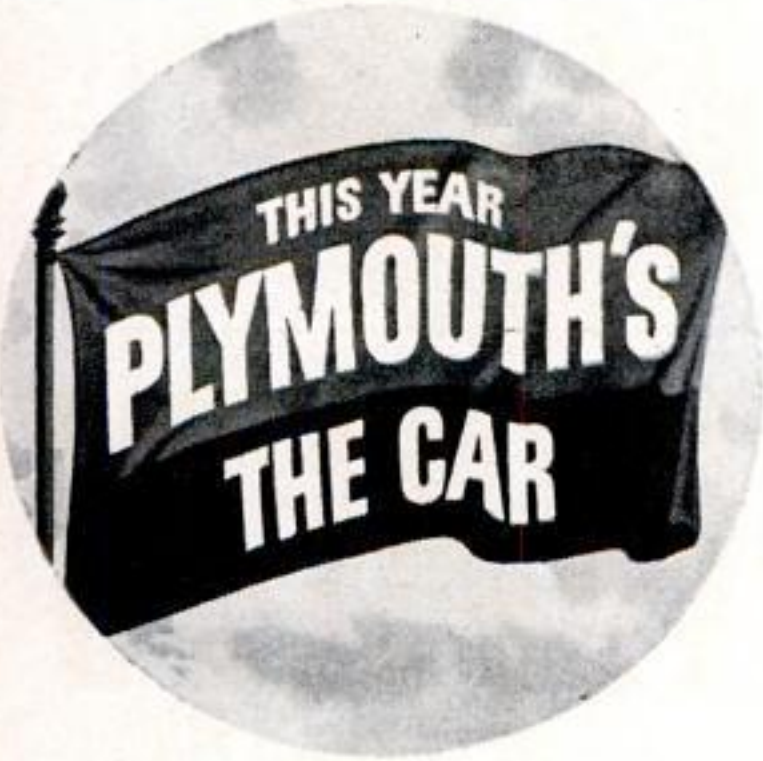
AFFILIATES: MAGNOLIA PETROLEUM COMPANY — GENERAL PETROLEUM CORPORATION



A SPECTACULAR CAR

*"So Beautiful You Won't Believe
It's a Low-Priced Car!"*

NEW 1939 PLYMOUTH...Glamorous New Distinction in Styling...Longer Wheelbase...New High-Torque Engine Performance...Perfected Remote Control Shifting...New All-Silent Auto-Mesh Transmission...New Amola Steel Coil Springs...New "Safety Signal" Speedometer.

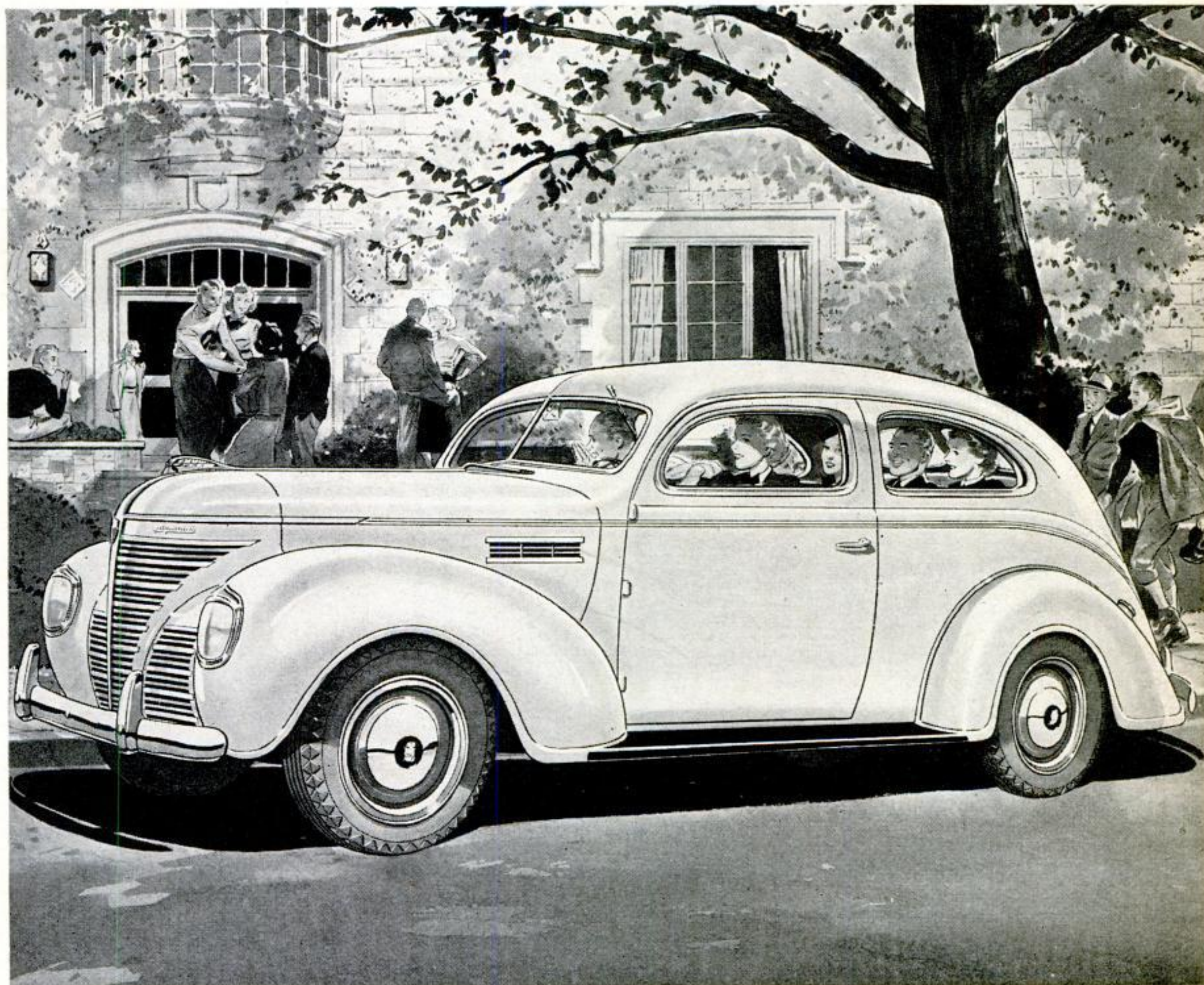


**NOW FOR 1939 AT
NEW LOWER PRICES
A NEW "ROADKING"
A NEW "DE LUXE"**

EVERYWHERE people are saying the new 1939 Plymouth is a spectacular automobile—in appearance, in luxury, in value.

DISTINCTIVE NEW STYLING plus the softest, easiest ride you've ever tried, with new Amola Steel Coil Springs, improved Floating Power-engine mountings and easier-acting hydraulic brakes.

REMARKABLY EASY TO OWN...your present car will probably represent a large proportion of Plymouth's low delivered price...with the balance in very low monthly instalments. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

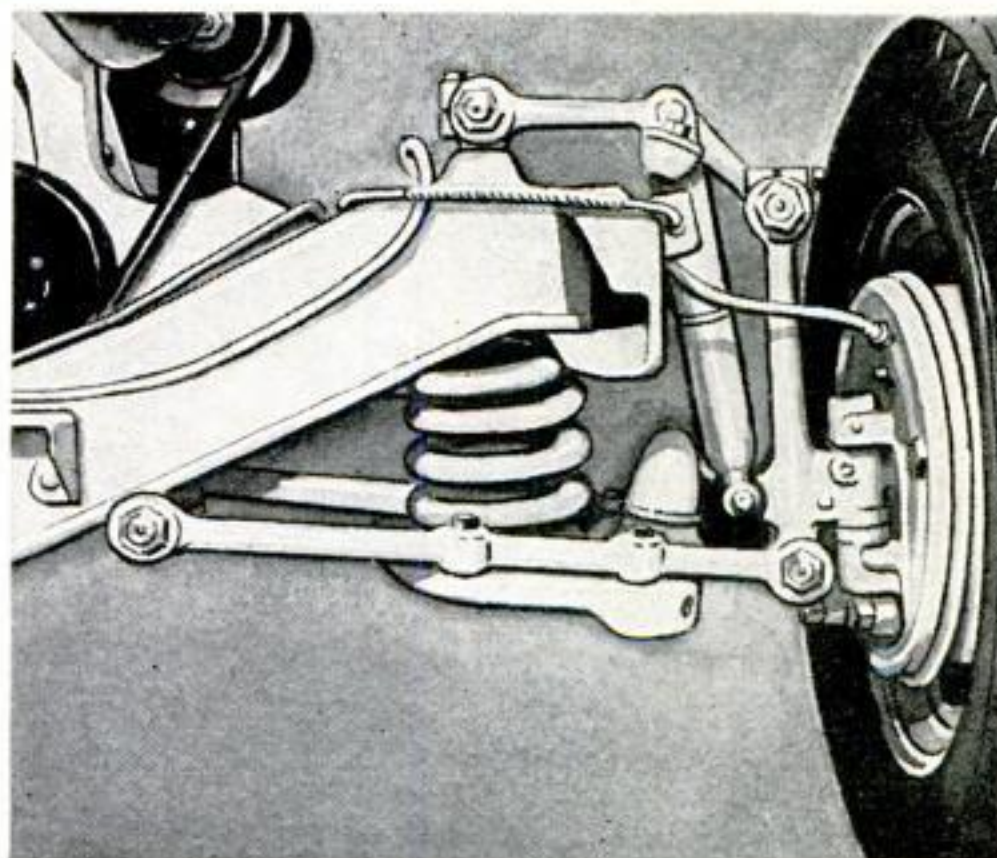


BRILLIANT NEW 1939 PLYMOUTH...with new High-Torque engine performance. See it today at your nearby Plymouth dealer.

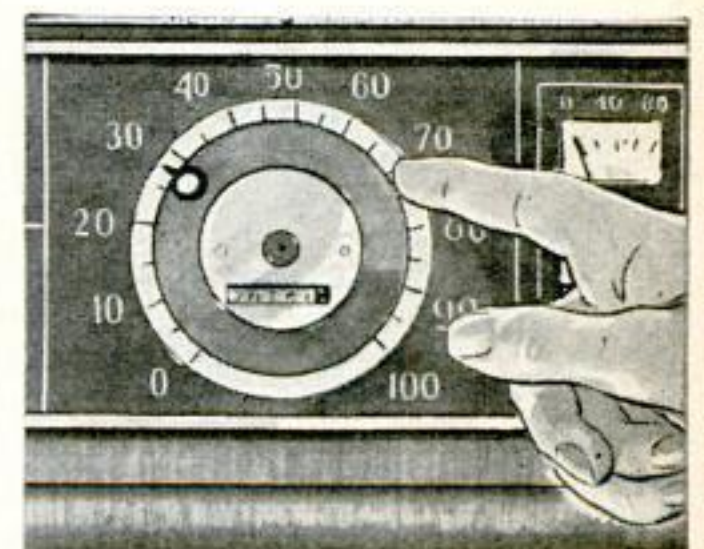


PERFECTED REMOTE CONTROL GEAR SHIFT (left) with All-Silent Auto-Mesh Transmission—standard on De Luxe models. Nothing new to learn. Easier to operate and much more convenient than a shift lever in the floor.

NEW AMOLA STEEL COIL SPRINGS (right), finest springing design in the industry, give Plymouth an amazingly smooth new ride. Amola Steel is the new marvel of metallurgy.



NEW "SAFETY SIGNAL"
SPEEDOMETER



New Plymouth safety feature! The indicator light shows green, amber, or red, according to your speed.

**PLYMOUTH BUILDS
GREAT CARS**

PLYMOUTH "ROADKING"
5-PASSENGER SEDAN

\$685

—"Detroit delivered price," including front and rear bumpers, bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash-tray front and rear, sun-visor, safety glass and big trunk space (19.3 cubic feet). Plymouth "Roadking" models start at \$645; "De Luxe" models slightly higher. Prices INCLUDE ALL FEDERAL TAXES. State, local taxes not included.

TUNE IN MAJOR BOWES' ORIGINAL AMATEUR HOUR...
C. B. S. NETWORK, THURSDAYS, 9 TO 10 P. M., E. S. T.

SPEAKING OF PICTURES . . .



DRUM MAJORETTES LOVE FANCY STEPS. THIS IS THE "CIRCLE-SPINNER"



THE HIGH KICK, DONE BY A SIMCOCK PUPIL, IS BASED ON A CHORUS STEP

CAPS ARE WORN AT JAUNTY ANGLES

MARIE MALONEY FROM WOODLAND, MAINE

"STEPPIN'": FOOT SIX INCHES OFF GROUND

"JACKIE" FROM DES MOINES, IOWA



... DRUM MAJORETTES ARE LATEST IN BALLYHOO

Pretty girls completely stole the show at this year's American Legion Convention in Los Angeles (LIFE, Oct. 3). The greatest hit of all was made by 100 drum majorettes who led Legion bands, twirled batons, kicked their knees and went through all their marching steps—"strollin'," "steppin'" and "struttin'."

Though drum majoretting has been going on for about six years, this was the first time that the sleek, high-stepping girls have taken a big American parade by storm. Against this dazzling display of slim waists and streamlined limbs, the old time male band leaders cannot compete.

The perfect majorette is a pert, shapely, smiling extrovert, who loves big, noisy crowds and knows how to make these crowds love her. About one-fourth of the girls in the parade were natives of Southern California, some of them graduates of a unique school for drum majorettes run by Major Fred Simcock at Long Beach. But most of them were home-town girls from all over the U. S., out for the free trip, fancy uniform and free publicity, and eager for movie contracts.



A class for drum majorettes is taught by Major Fred Simcock at his unique school at Long Beach, Calif. On Oct. 2, an "All Western Championship" competition will be held there.

JEAN HOMERSON OF ST. PAUL, MINN.

"STRUTTIN'": KNEES HIGH; TOES DOWN



A MISSISSIPPI BEAUTY DOES HER STUFF IN THE LOS ANGELES COLISEUM

LARREE NEWELL OF PROVO, UTAH

DARKTOWN STRUTTER FROM DETROIT





Getting away from
a traffic light, your
engine "travels" $\frac{1}{10}$ mile
farther than your car



In **STOP** and **GO**, a mile **S-T-R-E-T-C-H-E-S**

In low and second, your engine makes up
to 3 times as many revolutions as in high
—**uses 3 times as much gasoline**

When you start up in low, your engine makes 3 times as many revolutions as in high . . . for each foot your car moves forward.

You shift into second, and your engine makes *twice* as many revolutions as in high.

Actually, your motor makes enough *extra* revolutions in one stop and start to drive your car a tenth of a mile in high gear.

You can't avoid stop-and-go driving, but you can do something about its high cost.

Shell engineers found that getting away from a traffic stop can waste enough "undigested" gasoline to carry you $\frac{1}{3}$ of a mile.

To cut this costly waste, they found a way to rearrange the chemical structure of gasoline. They make every drop of Super-Shell "motor digestible" under all conditions—every drop usable in stop-and-go driving.

There is a Shell dealer near you. Use Super-Shell and your savings count up.

SUPER-SHELL
SAVES ON STOP AND GO



SPEAKING OF PICTURES

(continued)



MARGIE LASSELL, 18, OF WILMINGTON, CALIF., DOES CART WHEELS



A CHAMPION MAJORETTE, SHE CAN DO BACK-BENDS AND SPLITS IN PARADES



ADVANCE PUBLICITY PHOTOS STRESS SMILES, SLEEKNESS AND SEX APPEAL



NOTHING HAS BEEN CHANGED BUT THE PRICE!



*WE Lowered THE PRICE
AND Raised THE VALUE!*

Long famous for extra wear that makes them cost less in the end, Florsheims now also cost less at the start. The Florsheim price has been lowered...but the quality remains unchanged. There has been no let-down in materials or craftsmanship...no forfeit of either fit or fashion. Nothing, in fact, has been changed but the price. Florsheim still makes but one quality of shoe...the finest! The new purchase price saves you money at the start...the extra wear adds extra savings in the end. *Style illustrated above, The EMBASSY, S-824, in genuine shell Cordovan. Retails at \$10.*

\$8.75
SOME HIGHER

The
FLORSHEIM
Shoe

The Florsheim Shoe Company · Manufacturers · Chicago

This One



3PJU-20W-PBY0



45 Pieces of Colorful California Pottery

Vernon's stunning new Gift Package in California blue and yellow solves the problem of the perfect gift for the truly smart woman... and makes it possible for you to start your own service of authentic California dinnerware at a real saving of money! Leading stores are now showing this thrilling gift package, service for eight in rainbow colors in your choice of Early or Modern California.

WRITE FOR FREE BOOKLET... illustrated in color, showing the brilliant hues of "Early California" and the delicate pastels of "Modern California," as well as many exquisite decorated patterns in the Vernon line. Address Vernon Kilns, 2300 E. 52nd St., Dept. 10-L, Los Angeles, Calif.

VERNON
AUTHENTIC CALIFORNIA POTTERY

Pendleton is Official Shirt of Sun Valley Guides



Pendleton Shirts are standard equipment for hunters, fishermen, guides. If a man is wearing a Pendleton Shirt you can tell he's an outdoor man. No other shirt feels so free and easy, so soft and unconfining. Made of virgin fleece western wools. \$5 to \$10 at better stores. If your dealer cannot supply you, write direct.

PASTE ON PENNY POST CARD, OR WRITE
PENDLETON WOOLEN MILLS, Portland, Oregon
Please send free illustrated Shirt Catalog—sample fabrics—name of nearest dealer.

Name _____
Address _____
City _____ State _____ LO-1

PENDLETON VIRGIN WOOL
Shirts

LETTERS TO THE EDITORS

Snow White Does Lambeth Walk

Sirs:

I am anxious to obtain the name and address of the girl dancer who did the Lambeth Walk for you in the Sept. 12 issue.

DONALD LURIE
Talent Department

Paramount Pictures Inc.
New York, N. Y.

● She was Marjorie Belcher of Los Angeles, the same girl who modeled as



MARJORIE BELCHER & PARTNER
Snow White for Walt Disney's artists
(LIFE, April 4).—ED.

Gold

Sirs:

Congratulations! Your photographic essay entitled "Gold" in the issue of Sept. 19, was in my estimation the finest piece of workmanship yet to appear in your publication. Herbert Gehr's magnificent photographs clearly show us the difference between the "New Frontiersmen" and us "Urbanites." It is an acknowledged fact that a man's life in the Northwest isn't an easy task but imagine what a woman's must be, for the mosquitoes make no discrimination.

The motley throng of Canadian mining men thank you.

P. E. ROBERTS

Toronto, Canada

Farley

Sirs:

The photo-record in your Sept. 19 issue, showing the rise of Postmaster General Farley from the son of a saloonkeeper in a small Hudson River community to a powerful and influential figure in the national government, along with the interesting and illuminating article, "Farley and the Future," adds to LIFE's superb record of achievement.

It is especially noteworthy in these times when sides are so sharply drawn and editors are wont to let their personal bias influence their recording of the happenings of our day without a fair non-partisan viewpoint. I am convinced that LIFE is an exception.

STEPHEN R. HILL

New York, N. Y.

Sirs:

Let's keep LIFE a picture magazine! I buy TIME to read about Farley.

E. E. ROMINGER

Houston, Tex.

Sirs:

The lads who wrote "Farley and the Future" (Joseph Alsop and Robert Kintner—ED.) are good. I'd like to see a whole lot more of their stuff.

EDWIN B. CALLAHAN

Longmeadow, Mass.

Sirs:

Thanks for the enlightening article on Jim Farley. I had thought, previous to this article, that Mr. Farley was part and parcel of the great New Deal movement, but was very much disappointed to learn that he is, as portrayed so ably in your magazine, just another ring-kissing Irish politician, who is no more interested in Mr. Roosevelt's unselfish, humanitarian efforts than are the conservative Democrats whom Mr. Roosevelt is attempting to read out of the Party.

LOUIS EISEN

Chicago, Ill.

Sirs:

I never heard of the writers of the article, but (to lapse into the vernacular) "they know their stuff."

I happen to know that "Big Jim" is all that the article says he is: honest, clean, fearless and loyal. Not only as an efficient organizer and politician, but as the chief of the postal service, he is liked and respected by the rank and file of the great army of postal employees.

WARREN SCOTT

Canajoharie, N. Y.

Suspicion Ended

Sirs:

Causing me no end of speculation was a picture in the series, "Life Goes Grouse Shooting," in your Sept. 19 issue. The bothersome picture was of a Mrs. T. Young, showing her preparing the grouse in the kitchen of Lord Tweeddale's Yester House. Over her expansive frame, in place of an apron, is a towel with the words "White Star" printed on it. This is easily read when the picture is held upside down.

What perplexes me, is how and why a towel from this steamship line should be reposing where it is, and especially in the kitchen of Lord Tweeddale. Can you answer this?

ALECK H. BROWNSTEIN

Los Angeles, Calif.

● The Cunard-White Star Line absolves Lord Tweeddale and Mrs. T. Young of any suspicion of towel snitching. The



MRS. T. YOUNG

towel or apron is not theirs. Probably Lord Tweeddale's kitchen linen is supplied by a "White Star Laundry."—ED.

House Reversed

Sirs:

In the presentation in your Sept. 26 issue of the house which I designed for LIFE the front of the house has been labeled the rear and vice versa. I would appreciate it if this could be called to the readers' attention.

May I congratulate you on a fine presentation of the whole subject.

EDWARD D. STONE

New York, N. Y.

● Let prospective homebuilders take notice. Good architects now design houses which look as well from the rear as from the front.—ED.

(continued on p. 8)

Herald of Fashion

AT THESE STORES

Akron	A. Polsky Co.
Albany	Flah & Co.
Allentown	The Adams Co.
Altoona	Meyer Jonsson Co.
Ambridge, Pa.	Venger Shops
Anderson, S. C.	Vogue Shop
Armstrong, Okla.	Baum's
Asheville	Bon Marche
Athens, Ga.	Michael's
Atlanta	Leo's
Atlantic City	Smart Shoppe
Augusta, Ga.	Frank Goldberg
Austin	Yarins
Baltimore	Hochschild, Kohn & Co.
Bartlesville	Montaldo's, Inc.
Battle Creek	Seaman's, Inc.
Beaver Falls, Pa.	Venger Shops
Beverly Hills	Myer Siegel & Co.
Billings, Mont.	Hart, Albin Co.
Binghamton	Hills, McLean & Haskins
Birmingham	Loveman, Joseph & Loeb
Bloomington	Paul Anderson, Inc.
Boston	Slattery's
Brookline	Slattery's
Buffalo	L. L. Berger
Burlington	Abernethy, Clarkson, Wright
Canton	The Stern and Mann Co.
Cedar Rapids	Martin's
Charleston	The Vogue
Charlotte	Montaldo's, Inc.
Chattanooga	The Vogue
Cincinnati	The Jenny Co.
Clarksburg, W. Va.	Parsons-Souders
Cleveland	The Higbee Co.
Columbia, S. C.	The Cabanis Co.
Columbus, Ga.	Kayser-Lieffenthal
Columbus, Ohio	Madison's
Dallas	A. Harris & Co.
Dayton	The Rike-Kumler Co.
Denver	Neusteter's
Des Moines	Younker Bros.
Detroit	Walter's
Duluth	M. C. Albenberg Co.
El Dorado, Ark.	Kahlden Shop
Elkhart, Ind.	Stephenson's
El Paso	The Vogue
Evansville	Shop Nook
Fayetteville, Ark.	Campbell & Bell
Fort Scott, Kans.	The Vogue
Fort Wayne	Wolf & Desauer
Fort Worth	W. C. Brantley & Sons
Fulton, N. Y.	M. J. McDonald Co.
Great Falls	Strain Brothers
Greensboro	Montaldo's, Inc.
Greensburg, Pa.	Pross Company
Greenville, S. C.	Cabanis-Gardner
Hammond	Bernats' Shop
Harrisburg	Mary Sachs
Hartford	C. Fox & Co.
Hibbing, Minn.	Sapero's Style Shop
Hot Springs	Hubert Mendes & Co.
Houston	The Smart Shop
Huntington	Princess Shop
Independence	Montaldo's, Inc.
Indianapolis	The Vogue
Iowa City	Strub Dept. Store
Jackson, Mich.	The Elaine Shop
Jacksonville	Frances Marion Shoppe
Jamestown	Abrahamson-Bigelow
Jenkintown	L. L. Lee, Inc.
Kalamazoo	The Style Shop
Kansas City	Mindlin's
Kingsport, Tenn.	Fuller & Hillman
Knoxville	Hall's
Lancaster	Mary Sachs
Lansing	The Vogue
Lewisburg, W. Va.	Schuchat's
Lima	Madison's
Lincoln	Hovland Swanson Co.
Little Rock	The Gus Glass Co.
Long Beach	Schick's
Los Angeles	Myer Siegel & Co.
Louisville	Benton & Langer
Lynchburg	J. R. Miller Co.
Madison	Harry S. Manchester
Mason City, Iowa	Damon's, Inc.
McAllen, Tex.	Valley Mercantile Co.
Memphis	B. Lowenstein & Bros.
Meridian, Miss.	The Liberty Shops
Milwaukee	Bitter & Gerner
Minneapolis	John W. Thomas Co.
Montgomery, Ala.	Al Levy's
Nashville	Rich, Schwartz & Joseph
New Haven	Moline's
New London	The Sport Shop
New Orleans	Maison Blanche
Newport News	Nachman's
Northampton, Mass.	Everett's
Oakland	Earl R. Lindberg Co.
Oklahoma City	Halliburton's
Omaha	J. L. Brandeis & Sons
Oswego	M. J. McDonald & Co.
Owensboro, Ky.	Levy's
Palo Alto	Joseph Magnin
Pasadena	Myer Siegel & Co.
Philadelphia	E. F. Davies Co.
Phoenix	Korrick's D. G. Co.
Pittsburgh	Kaufmann's
Portland, Ore.	Meier & Frank
Poughkeepsie	Goodman's
Quincy, Ill.	Roderick P. Miller
Raleigh, N. C.	Jean's
Reading	Mary Sachs
Roanoke	Samuel Spigel
Rochester	B. Forman Co.
Sacramento	Bon Marche
St. Louis	Lockhart's
St. Paul	John W. Thomas & Co.
Salt Lake City	Z. C. M. I.
San Antonio	The Vogue
San Diego	The Madison Co.
San Francisco	Joseph Magnin Co.
San Jose	Appleton & Co.
Schenectady	H. S. Barney Co.
Seranton	The Heinz Store
Sherman, Tex.	Marks Brothers
Shreveport	The Fashion
Sioux City	Fishall's, Inc.
Spokane	Alexander's
Stamford	H. Frankel & Sons
Syracuse	Flah & Co.
Tampa	Moss Brothers
Toledo	Morgan's Peggy Shoppe
Trenton	Alice Elizabeth Shoppe
Tulsa	Brown-Dunkin Co.
Uniontown, Pa.	N. Kaufman, Inc.
Vicksburg, Miss.	The Style Shop
Virginia, Minn.	Sapero's Style Shop
Washington	Woodward & Lothrop
Waterbury, Conn.	Worth's
Wellesley	Slattery's
Westwood Village, Calif.	Myer Siegel & Co.
Wheeling	George E. Stifel Co.
Wichita	Co. House
Wilkes-Barre	Beverly Shop
Wilmington	Arthur's Apparel Shop
Winston-Salem	Montaldo's, Inc.
York	Bell's
Youngstown	Chas. Livingston & Sons

For the Name of the Store in
Your City, Write to:

Herald of Fashion

570 Seventh Ave., New York

Herald of Fashion



POINTS TO A HUGGED WAISTLINE

Slim and frail through the waistline like the heroines of the past! It's the newest mood of Autumn. Eminently flattering and easy to achieve, if you look for these Herald of Fashion styles in the season's most enchanting colors. At the stores listed on the opposite page, or write today for brochure of the new "Herald of Fashion" styles to HERALD OF FASHION, Inc., 570 Seventh Avenue, New York City.



C. For dinner and theatre. A new fashion with silk and rayon velvet skirt on bodice and silk lamé blouse, huge jeweled neck clip. \$39.95



D. Edwardian elegance in a fitted town coat, with leg o'mutton sleeves. BOTANY Botonala, with Hudson Seal muff and collar. \$65.00



E. Striking town coat with peaked shoulders and exquisite yoke detail. In FARNSWORTH Royella monotone with a Persian trimmed pancake muff and matching collar. \$65.00

Coats and suits designed by
Etta Gaynes

HERALD OF FASHION HATS
ARE BRANDT ORIGINALS

DUCHESSE and EARL-GLO
Linings used in
Coats and Suits

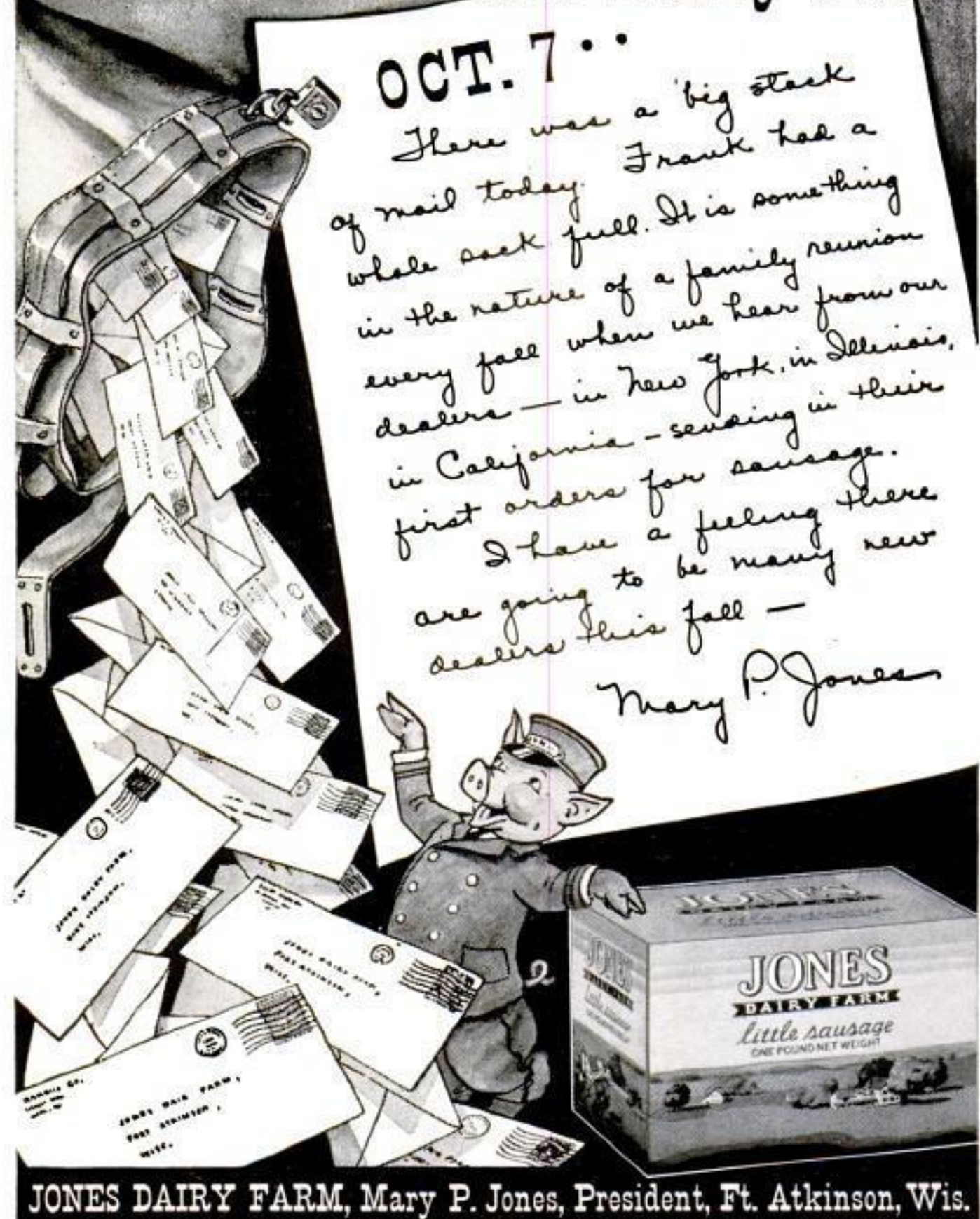


A. New flared skirt and nicely fitted top on a coat that goes anywhere. In FARNSWORTH Royella monotone with double chin collar of luxurious sheared Beaver. \$65.00

B. Simplicity and elegance for afternoons. You'll love its smoothest of wide shoulders and the brilliant jewel necklace and buckle embroidered on. In Berina rayon crepe. \$35.00

B. ALTMAN & CO., New York... also at the Altman East Orange and White Plains Shops

LIFE on the Jones Dairy Farm



OCT. 7...

There was a 'big stack of mail today. Frank had a whole sack full. It is something in the nature of a family reunion every fall when we hear from our dealers — in New York, in Illinois, in California — sending in their first orders for sausage. I have a feeling there are going to be many new dealers this fall —

Mary P. Jones

JONES DAIRY FARM, Mary P. Jones, President, Ft. Atkinson, Wis.



Have you ever seen AUTUMN in Tennessee?

● Hills and mountains splashed with gorgeous colors—bracing air laden with the odor of clean earth, of fields and forests—smooth broad highways open the year 'round inviting you to a scenic wonderland and the warm welcome of a friendly people

Write for **FREE** illustrated literature of this land you've always wanted to see.

Room 721
Dept. of Conservation
Nashville, Tenn.

Scenic State of TENNESSEE

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933 OF LIFE, published weekly at Chicago, Illinois for October 1, 1938.

State of New York, } ss.
County of New York, }

Before me, a Notary Public in and for the State and county aforesaid, personally appeared C. D. Jackson, who, having been duly sworn according to law, deposes and says that he is the business manager of LIFE and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, TIME Inc., TIME & LIFE Building, Rockefeller Center, New York, N. Y.; Editor, Henry R. Luce, TIME & LIFE Building, Rockefeller Center, New York, N. Y.; Managing Editor, John S. Billings, TIME & LIFE Building, Rockefeller Center, New York, N. Y.; Business Manager, C. D. Jackson, TIME & LIFE Building, Rockefeller Center, New York, N. Y.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) TIME Incorporated, TIME & LIFE Building, Rockefeller Center, New York, N. Y.; Brown Brothers, Harriman & Co., 59 Wall Street, New York, N. Y.; J. P. Morgan & Co., (Acct. Henry P. Davison) P. O. Box 1206, New York, N. Y.; F. DuSoyet Duke, Greens Farms, Connecticut; Mrs. Mimi B. Durant, c/o National City Bank, 167 East 72nd Street, New York, N. Y.; General Publishing Corporation, 15 Exchange Place, Jersey City, N. J.; William V. Griffin, 140 Cedar Street, New York, N. Y.; Irving Trust Company (Benefit of Elizabeth Busch Pool), 1 Wall Street, New York, N. Y.; The New York Trust Company (Acct. Edith Hale Harkness), 100 Broadway, New York, N. Y.; The New York Trust Company (Acct. William Hale Harkness), 100 Broadway, New York, N. Y.; Louise H. Ingalls, c/o D. S. Ingalls, 1658 Union Commerce Bldg., Cleveland, Ohio; Robert L. Johnson, c/o Robert L. Johnson, Inc., 135 East 42nd Street, New York, N. Y.; Margaret Zerbe Larson, c/o TIME, Inc., TIME & LIFE Building, Rockefeller Center, New York, N. Y.; Roy E. Larsen, c/o TIME, Inc., TIME & LIFE Building, Rockefeller Center, New York, N. Y.; John S. Martin, c/o TIME, Inc., TIME & LIFE Building, Rockefeller Center, New York, N. Y.; Samuel W. Meek, Jr., c/o H. A. Schafus, c/o Chas. D. Barney & Co., 14 Wall Street, New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

(Signed) C. D. Jackson, Business Manager.
Sworn to and subscribed before me this 26th day of September 1938. (Seal) E. L. Rhett.
(My commission expires March 30, 1940.)

LETTERS TO THE EDITORS (continued)

LIFE in a Capsule

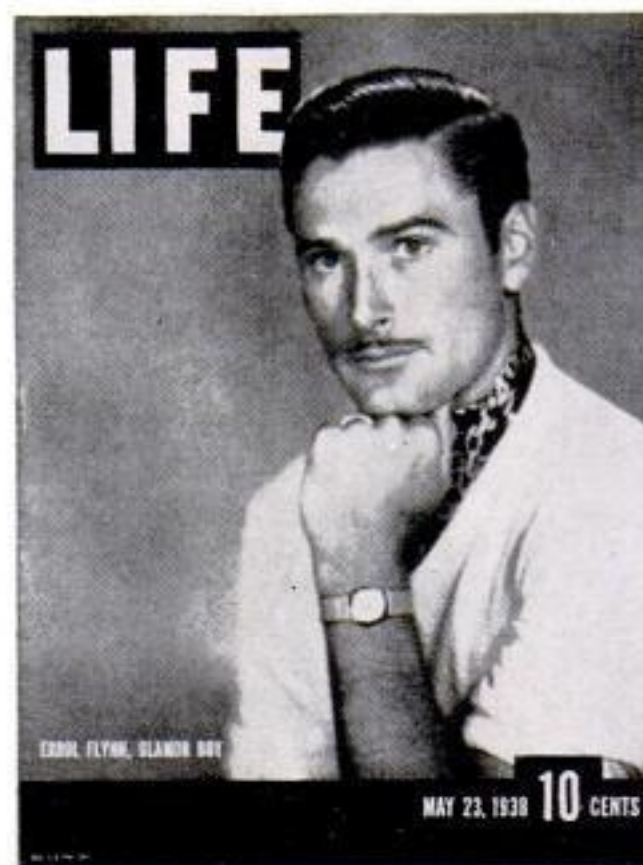
Sirs:

We take pleasure in informing you that the May 23 issue of LIFE, in microfilm, will be included in the Westinghouse Time Capsule, to be preserved for our posterity of 5,000 years hence.

G. EDWARD PENDRAY
Assistant to the President

Westinghouse Electric & Manufacturing Co.,
New York, N. Y.

● The Westinghouse Time Capsule, a tube of copper alloy, was buried on the grounds of the 1939 New York World's Fair on Sept. 23 by Westinghouse Board



LIFE FOR 6939

Chairman A. W. Robertson and Fair President Grover Whalen (see cut right). Archeologists are expected to dig it up in 6939 A.D., crack it open and find a complete record of 1939 civilization, preserved on microfilm. Citizens of 6939 who examine the May 23 issue of LIFE will find pictures of Adolf Hitler's visit to Mussolini, the battle of Taierhchwang in the Chinese War, Hollywood Glamor Boy Errol Flynn and such New York glamor boys as William Rhinelandier Stewart and Jules Glaenger, Roger Tory Peterson's paintings of American songbirds in color and a photographic essay on city planning.—ED.

Capra's Thanks

Sirs:

My grateful thanks to the editors of LIFE for the truly wonderful and sympathetic spread on me and our picture *You Can't Take It With You*, LIFE, Sept. 19. I feel very proud to have been so honored by your vital magazine.

FRANK CAPRA

Hollywood, Calif.

Dissenting Opinions

Sirs:

In your Sept. 26 issue you show the final contestants for the American Beauty crown. Our dormitory, Bartlett Hall, disagrees with the judges on their selection of the beauty queen. After much voting we have concluded that Claire James (Miss California) should win, with Miss Patricia Hollarn (Miss Del Ray Beach) coming in second.

RALPH CRAWSHAW

Alfred University,
Alfred, N. Y.

Sirs:

Hats off to Miss Rosemary White (Miss Indianapolis) who in a recent gathering of Washington & Lee students

was picked by eight out of ten boys as being THE girl of all those pictured in your recent review of the "Miss America" contest.

BILL HEARTWELL
& HENRY TAYLOR
Class of '41

Washington & Lee University
Lexington, Va.

Albatross Crack-Up

Sirs:

In the Sept. 19 issue of LIFE you show a photograph of the British experimental airliner *Albatross*, taken shortly after it had broken in two upon landing.

You did not mention in the text the real cause of the mishap, leaving your



ROBERTSON, CAPSULE, WHALEN

readers to draw their own conclusions as to the durability of the British airplanes, and the safety of aircraft in general.

As already stated, the ship is an experimental model, and the prototype, or guinea pig, of a fleet of similar craft. The structural failure was due to the fact that the machine carried an overload of 3,000 pounds, a ton and a half over the licensed gross load as written in the plane's Certificate of Airworthiness.

Unmentioned, too, was the fact that two landings had already been made in this condition, each putting a far greater strain on the structure of the ship than would ever be encountered in normal airline operation.

PETER M. BOWERS

Los Altos, Calif.

English Impressions

Sirs:

It would be ungracious to send you the enclosed check for renewal of my subscription without expressing my thanks for the many hours of pleasure you have given me during the past two years.

What I appreciate mostly about LIFE is the fact that your editorial copy is as sharp as your pictures.

The following impressions, gathered from the panorama you have presented, may interest you:—

BETTER IN ENGLAND

- 1) Housing conditions.
- 2) Labor organization and control.
- 3) Law and order.
- 4) Municipal government.
- 5) Sport is straighter.

BETTER IN AMERICA

- 1) Automobiles are cheaper, and cheaper to run.
- 2) Magazines are better produced, and can speak their mind, undeterred by British law of libel.
- 3) Taxes are insignificant.
- 4) Women are smarter, and have more S.A.
- 5) Men are more enterprising, and U. S. A. is still a land of greater opportunity.

HAROLD P. MUNDAY

Liverpool, England

CONTENTS

THE WEEK'S EVENTS

Peace at a Price: Hitler Listens to Reason	11
Chamberlain Gets Cheered & Jeered	12
The People Did Not Want to Fight	14
British Fleet vs. German Army	16
World Force vs. World Law	18
"Old Joe" Chamberlain's Second Son: A Biography in Pictures	20
LIFE on the Newsfronts of the World	60
The Roosevelt Cabinet Ponders the War Crisis	61
Kaltenborn Sleeps by Mike; Garbage Trucks End Strike	62
Priest Picketing; Elephants in War and Love	63

ART

The French Impressionists	24
... and the Chester Dale Collection	29

MOVIES

"Men With Wings"	30
Five French Films Challenge Hollywood	35

MODERN LIVING

Hats: How Men Crease and Tilt Them	40
------------------------------------	----

SCIENCE

Macnab-Snyder Expedition Photographs Albino Giraffe in Color	44
Fordham Seismograph Records Hurricane's Waves	46
M.I.T. Wind Tunnel Reproduces Stratosphere	48

SPORT

Football: 1938 Game Is Open and Tricky	52
Pros Are Beefy Bruisers	54
Off-tackle Power Drive, Razzle-dazzle Plays	56
New Records Are Made in Tennis, Golf, Auto Racing	58

OTHER DEPARTMENTS

Speaking of Pictures—Drum Majorettes	2
Letters to the Editors	6
People	64
LIFE Plays a Naval War Game	70
Pictures to the Editors	74

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LIFE'S COVER: The pretty girls flashing batons on the cover are two of the 100 drum majorettes who led bands in the American Legion parade in Los Angeles (see p. 2). Girl on the left is 18-year-old Margie Lassell of Wilmington, Calif. The other is 15-year-old Barbara Anne Walling, of Long Beach. Miss Lassell goes to Compton Junior College and leads the drum & bugle corps of the Anaheim Legion Post. Miss Walling is still in junior high school but is one of the best majorettes in Southern California and leads the Long Beach Municipal band.

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A SECRET COMPARTMENT—Draw the "partition" toward you—lift out the end—it unlocks, revealing an extra, full-length compartment, out of sight.



FOR THE TRAVELER—"3-Way" offers a special "hideaway" for larger bills, personal papers, etc., safe from prying eyes and frivolous fingers.



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FOR THE BUSINESSMAN—a regular "pocket file" with plenty of organized room for everything you want to carry—yet it stays amazingly flat.



HITLER LISTENS TO REASON

Munich Conference gives him a great victory

The man you see above with hand to ear is Adolf Hitler. He is listening to an orchestra rehearsal in the Leopoldhall in Munich.

In Munich on Sept. 29 he listened again, to Britain's Chamberlain, France's Daladier and Italy's Mussolini, gathered in the modern world's greatest meeting of Number Ones. From them he won a great victory which permitted him to march his troops peacefully into four token areas of Czechoslovakia. War had been averted but Hitler got by diplomatic legalism what might otherwise have cost him a long hard military campaign. The population of Greater Germany was about to swell to 76,500,000. The moral and economic dominance of Germany poured through the "bastions of Czechoslovakia" toward all southeastern Europe.

But, potentially greater even than that, Hitler and the British Prime Minister signed a piece of paper expressing symbolic agreement that the peoples of Britain and Germany "never want to fight again." If Hitler does not double-cross Britain now, Germany's future looks brighter than ever before in modern history.



MODEL FOR STATUE OF BRITISH STATESMAN WORKING FOR PEACE

If Britain ever raises a statue in bronze to Neville Chamberlain, it will undoubtedly be modeled on the pose shown above. Thrice in a fortnight the British Prime Minister stepped into an American-built Lockheed and flew to Germany to listen to the unintelligible Bavarian of Adolf Hitler. Above, on his way to Godesberg, he is on his way to the low point of those frightening two weeks. He returned to tell Britons that on the solution of Czechoslovakia "hangs the peace of Europe in our time,"

and to roll into action the huge British mobilization.

Infected by the emotional quarrel of Hitler and the Czechs, the unexcitable old man told Britain: "It is horrible, fantastic, incredible that we are digging trenches and fitting gas masks because of a quarrel in a faraway country." Britons sandbagged the tomb of the Black Prince, started to take the famous stained glass out of the windows of Canterbury Cathedral, opened cemetery vaults for air-raid shelters, issued ration cards and 35,000,000 gas masks.

CHAMBERLAIN GETS CHEERED & JEERED FOR BUYING PEACE AT CZECHS' EXPENSE

When Britain's Prime Minister Neville Chamberlain flew back to London from Munich and the Four-Power Conference, he was given a tremendous popular ovation. King George called him to Buckingham Palace to congratulate him and they and their wives appeared on a balcony in answer to cheering crowds. But when the "hip-hip-hurrahs" were over, a relieved world looked around for a goat and, ironically, settled on Chamberlain. From Right and Left he was jeeringly accused of having bought peace from Adolf Hitler with a betrayal of Czechoslovakia.

Yet Neville Chamberlain had got a considerable backdown at Munich from Hitler. What the Czechs had demanded as "essentials" to surrender were an international commission, international guarantees of Czechoslovakia's new borders and a fair division of Germans and Czechs. The Munich agreement got these, except that Hitler and Mussolini withhold their guarantees until, presumably, "solutions" have been reached in the Polish and Hungarian parts of Czechoslovakia. The Czechs were given at least a minimum of time to get their people and essential possessions out of Sudetenland before the Germans marched in.

What Chamberlain had done was to take Hitler's demands at face value, to examine their moral justice, and to get Hitler to effect them in a peaceable, legal way. The much-debated right of Britain and France to take Sudetenland away from Czechoslovakia is considerably influenced by the fact that they gave it to Czechoslovakia in the first place at Versailles in 1919. A British commission decided that the Czechs had not dealt properly with the Sudetens in the 20 years since then. The typically European flaw in the method of taking the Sudetens away was that nobody ever asked the Sudetens to vote on what they wanted.



Anti-Chamberlain caricatures have been popular with the British Leftists for a year and a half. Above he wears a swastika watch charm, flees before Labor and Communism spears.



Latest shame of British Leftists produced this placard. The basic premise of these people is that Adolf Hitler can not be trusted, that War today is the only way of dealing with him.

CONFERENCE NO. 1



CONFERENCE NO. 2



CHAMBERLAIN MEETS HITLER AT BERCHTESGADEN (LEFT) AND GODESBERG

A BRITISH CROWD IN DEAD-END DOWNING STREET WATCHES CABINET MINISTERS COME OUT OF NO. 10 DURING WAR CRISIS. AT LEFT IS THE FOREIGN OFFICE



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LONDON CROWD WAITS IN WHITEHALL OUTSIDE DOWNING STREET TO SEE THE CABINET MINISTERS WHO WERE READING HITLER'S SPEECH. "DON'T GIVE IN TO HIM!" SHOUT A FEW

Hitler's wind-up speech at Nürnberg on Sept. 12 is hawked in full on London streets late that night. "Hitler Sensation" is the boy's cry. Every Englishman read the speech carefully.



Prayer, was raised by Britons, mostly women, around the tomb of the Unknown Warrior in London's famous Westminster Abbey. The Archbishop of Canterbury, Pope Pius XI, the Grand Rabbi of Paris all asked their flocks to pray for peace.



THE PEOPLE OF EUROPE DID NOT

Standout fact of the Crisis of Sept. 1938 was that the people of Europe were almost unanimously for peace at almost any price. There were no French crowds shouting "Vive la Tchécoslovaquie!", no German crowds roaring "Deutschland Über Alles!" Even extreme Leftists were not willing to go on record in favor of a Second World War, even to destroy Fascism. Much publi-

SUDETEN GERMANS SCUTTLE OUT OF CZECHOSLOVAKIA





LONDONERS IN "THE BATH HOUSE," TYPICAL PUB, LISTEN TO HITLER ON THE RADIO. CUSTOMERS ARE AT LEFT, BARMAID WITH WHITE COLLAR IN BACKGROUND

WANT TO FIGHT ANOTHER WAR NOW

cized exception were the people actually occupying the Sudeten areas of Czechoslovakia. Germany issued propaganda pictures of fleeing Sudetens purporting to show that they could not stand against "Czech tyranny" (below). Czechoslovakia issued counter-pictures of refugees in Prague fleeing Sudeten violence. Actually both were fleeing the battleground of what looked like war.

CARRYING BABY CARRIAGE ACROSS BORDER INTO GERMANY



The young men of France stepped quietly and quickly into uniform when France mobilized, Sept. 5. This reservist kisses his wife goodbye outside Paris' Gare de l'Est, station for the eastern frontier and the Maginot Line (LIFE, Oct. 3).

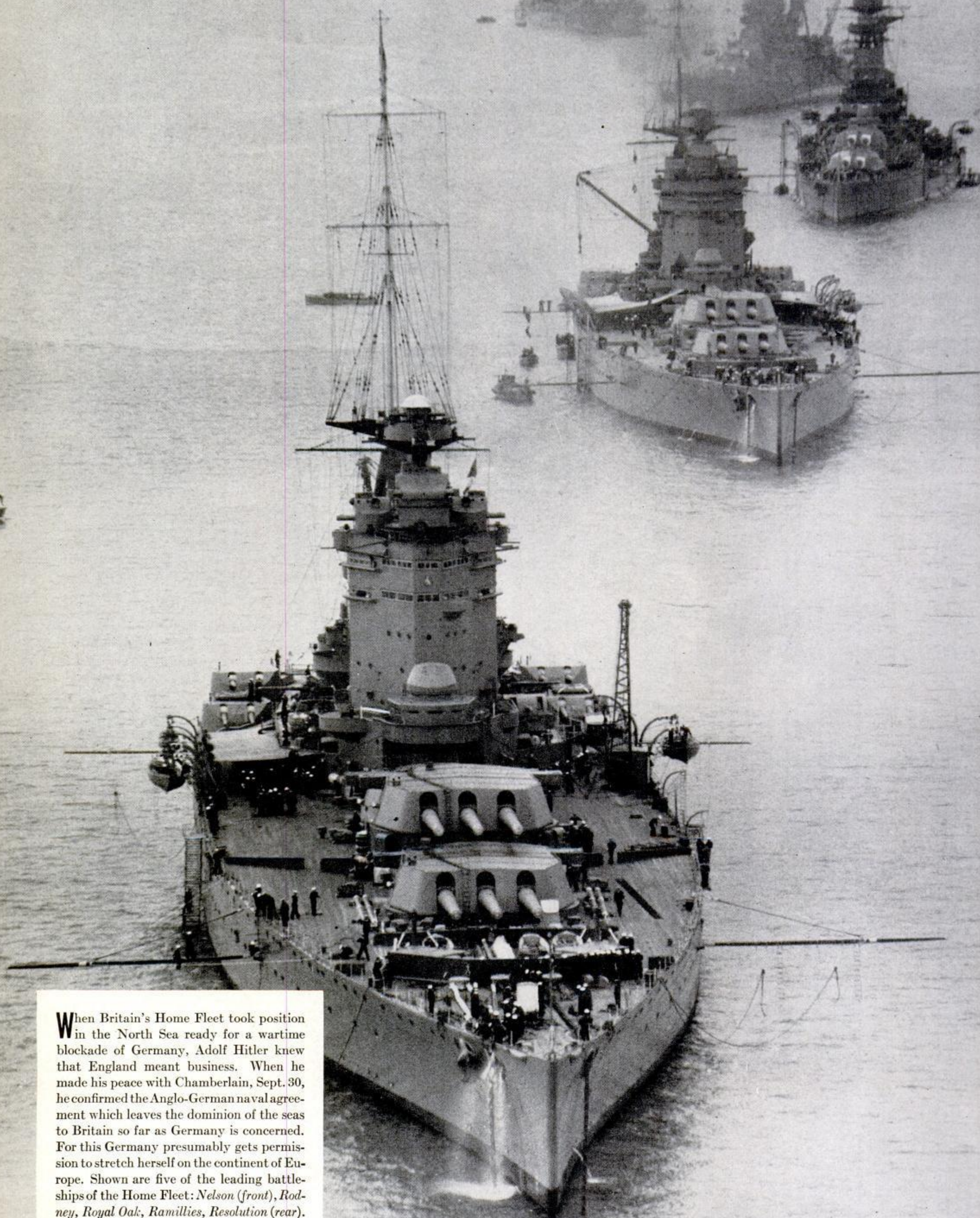


Newspaper-loving Parisians follow Göring's violent speech, Sept. 10. Workman sits on the Alexander III bridge. Papers printing pacifist speech of ex-Premier Flandin were suppressed.




CONTINUED ON NEXT PAGE

BRITAIN HOLDS THE SEA



When Britain's Home Fleet took position in the North Sea ready for a wartime blockade of Germany, Adolf Hitler knew that England meant business. When he made his peace with Chamberlain, Sept. 30, he confirmed the Anglo-German naval agreement which leaves the dominion of the seas to Britain so far as Germany is concerned. For this Germany presumably gets permission to stretch herself on the continent of Europe. Shown are five of the leading battleships of the Home Fleet: *Nelson* (front), *Rodney*, *Royal Oak*, *Ramillies*, *Resolution* (rear).

GERMANY HOLDS THE LAND

A black and white photograph showing a large Krupp anti-aircraft gun in the center, firing a shell that is visible in the air. Several soldiers in uniform are positioned around the gun, some looking through sights. In the background, there are several tall flagpoles with flags flying. The scene is set outdoors, possibly on a field or a parade ground.

Germany's armed might was shown at Nürnberg Congress, Sept. 12, when this great Krupp anti-aircraft gun was exhibited. With these, modeled on the famous Swedish Bofors gun, Germany has the best anti-aircraft defenses in Europe. A four-gun battery, firing eighty 88-mm. shells a minute for two minutes, can finish off a score of planes attacking below 12,000 ft. In foreground is gun carriage. Men shown have only to load gun and adjust its stance on the ground. The gun is fired by an electrical director for the entire battery.

CONTINUED ON NEXT PAGE



Conquering Japan, after its 1931 rape of Manchuria, was majestically outlawed by the League of Nations in Feb-



ruary 1933. But its little Chief Delegate Yosuke Matsuoka (above) spat out, "Manchuria belongs to us by right,"



took off his glasses and led his whole delegation out of the League. Withdrawal takes two years to be effective.

WORLD FORCE REPLACES WORLD LAW

The hope of the world in 1920 was the new League of Nations. Its idea was that the laws that govern individual men in society could be made to control the behavior of nations. The idea remains the indispensable hope of mankind. By and large, it worked until 1931 when Japan, breaking out of the web of international legalism, marched into China, grabbed off Manchuria and told an outraged world to go to hell. The repetitious results of this spirit of defiance toward the world of law are shown in the black-bordered pictures below. Italy grabbed off Ethiopia in 1935. Japan grabbed off more of China in 1937. Germany grabbed off Austria in 1938. Japan, Germany and Italy quit the League.

What had then happened was that three Great Powers had eluded the machinery of law evolved by organized society and were spinning wildly through outer darkness. This was a catastrophic situation, since at any moment they might crash into the rest of the world in apocalyptic explosion.

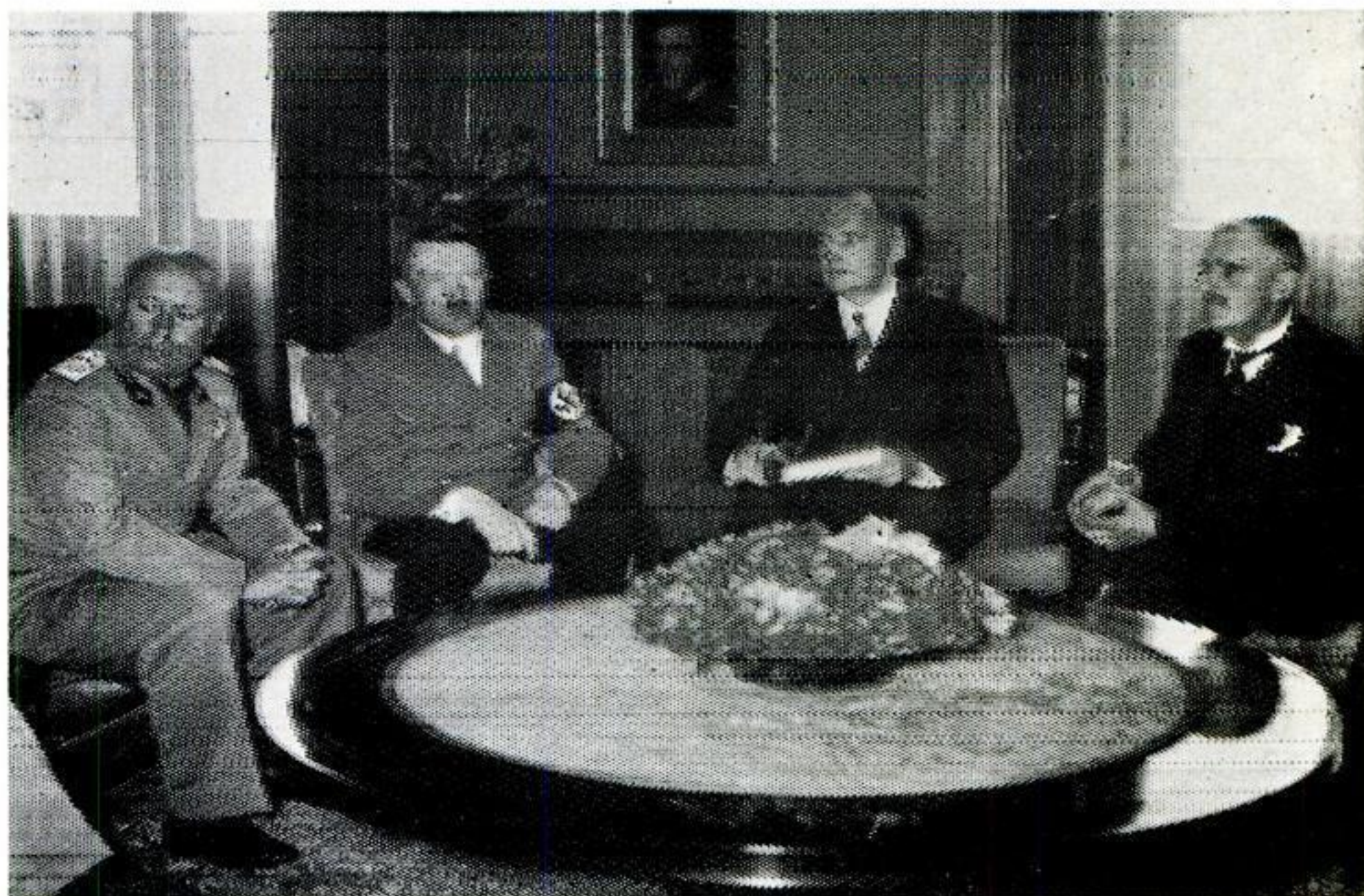


Two empty chairs appeared at Geneva in September 1935, whenever Ethiopia's delegate spoke. Germany quit League in 1933, Italy in 1937. Notice Maxim Litvinoff at right.



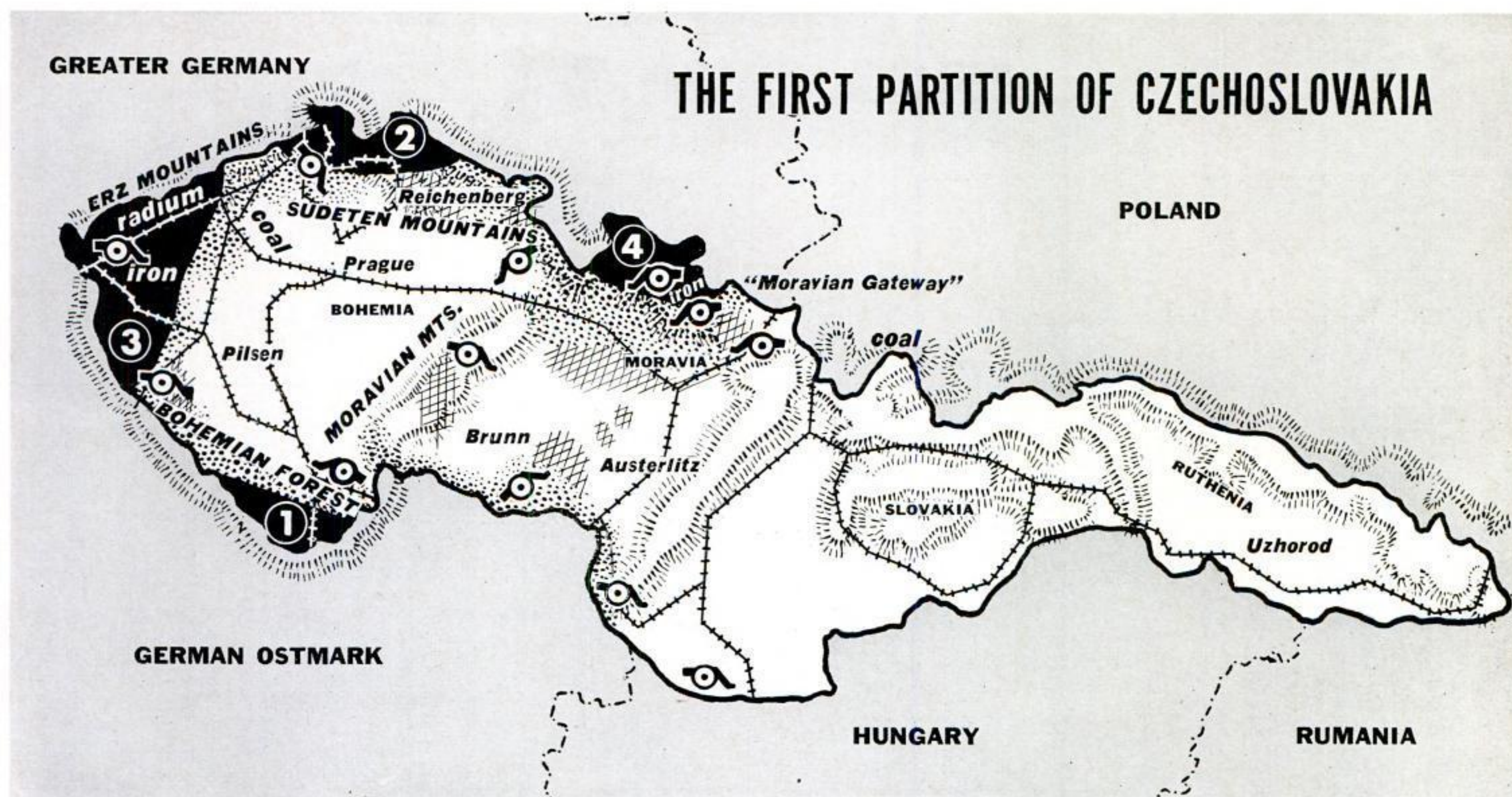
BRITAIN WINS GERMANY BACK INTO WORLD LAW

For the past six years the world's peaceful democracies have been progressively defied by the world's Fascist dictatorships. More and more the two groups moved in different orbits, not speaking the same language. A year ago Chamberlain decided that, if the democracies did not want war and the ultimate breakup of world society, they must accept internal regimes of these Fascist countries. A year ago he made his first overtures to Mussolini. His first two trips to Germany seemed to spell the failure of his policy—even to justify war. Then came Munich and success. Of more long-range significance than the partition of Czechoslovakia (see below) was the fact that for the first time Chamberlain succeeded in winning Germany back to the democratic principle of collective bargaining, involving it once more in the web of legal civilized procedure.



Historic picture of the meeting at Munich, Sept. 29, of the four head men of the Great Powers of Western Eu-

rope. From left, Mussolini, Hitler, Daladier, Chamberlain. This is in Hitler's study in the newly built Führer House.



The parts of Czechoslovakia ceded by Chamberlain and Daladier to Hitler are primarily important because they are the mountain bastion of Bohemia, military keystone of Central Europe. On the map above, the four token areas into which German troops marched from Oct. 1 to Oct. 7 are marked in black. An international commission composed of British, French and Italian ambassadors to Germany, the Czech minister and a German diplomat were given a week to decide in what areas Germans numbered more than 50%. German troops will march into these areas before Oct. 10. Their probable limits are dotted on map. Finally the commission must arrange for plebiscites in doubtful areas. Probable plebiscite areas are striped on map. How the plebiscites turn out depends largely on how the areas are

drawn but many experts expect the Germans to lose most of them—the first votes Hitler will have lost since he came to power. However, without them, Hitler will still hold the western rim of Bohemia.

He will hold the famed "Moravian Gateway" pass, route of armies into eastern Europe since the beginning of armies. Just beyond it Napoleon fought Austerlitz. He will hold nearly all of Czechoslovakia's expensive line of fortifications in the Erz and Sudeten Mountains. In a military sense he will hold the key to the great grain-growing basin of Central Europe and his power washes up to the foothills of the Carpathians in Rumania.

Only slightly less important, he gets moderate deposits of good iron and radium, neither of which Greater Germany had. These are not big deposits but

any at all are a godsend to Germany. These had been capably developed by the Czechs who are known as the hardest-working men in Central Europe. They tried to get out as much of their investment as they could before the Germans marched in but they could not do much.

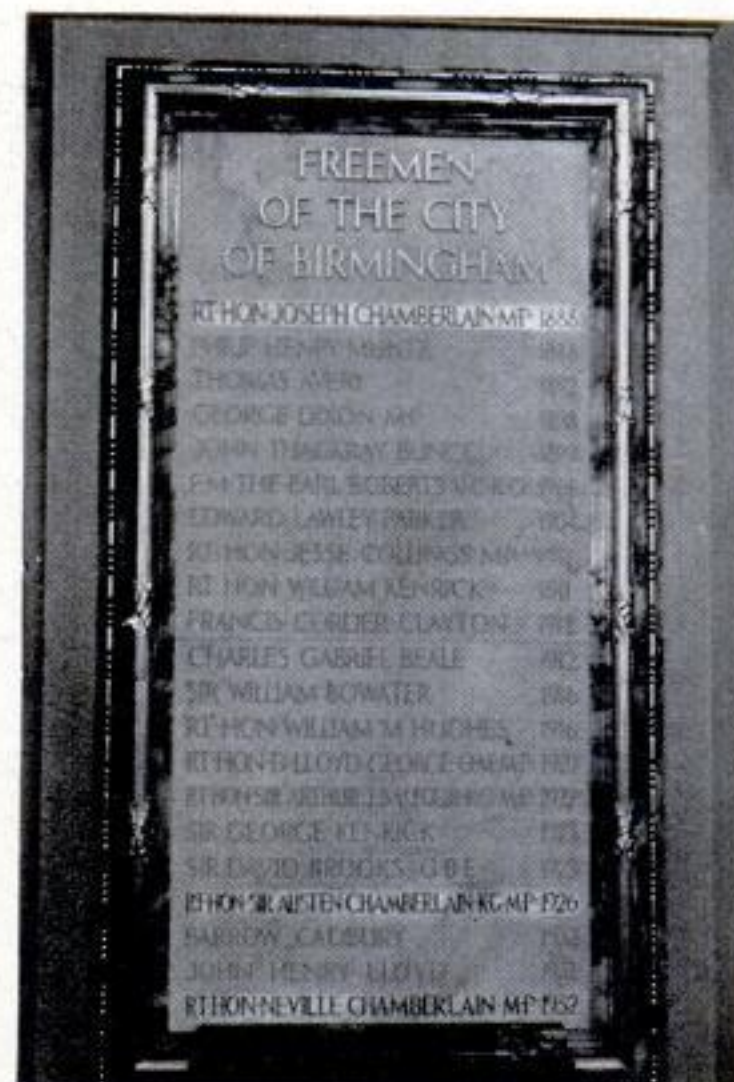
Slav tribes who fathered the Czech nation moved into the Bohemian basin in the second century. During the Middle Ages Germans crossed the mountains to do business with them. Inevitably the culture of Prague had a half-German, half-Slavic look about it. Under the Austro-Hungarian Empire, Austrians from Vienna were the more or less amiable overlords of Bohemia, though the Czechs had considerable autonomy in the Empire. These ex-Germans and Austrians are now the so-called Sudeten Germans.

CONTINUED ON NEXT PAGE

HEAD OF THE HOUSE OF CHAMBERLAIN

The most famous member of Neville Chamberlain's family, until last week, was his father, the late "Old Joe," the man who bossed England for decades before the War but Never-Became-Prime-Minister. To a great degree Britain's present Prime Minister has stood for the same things as his father. "Old Joe" stood for the same kind of "self-determination" Neville granted the Sudeten Germans of Czechoslovakia. But "Old Joe" applied the principle to Englishmen who were taxed, but not represented, in the Boer Republic of South Africa. As Colonial Secretary, "Old Joe" helped bring on the Boer War.

"Old Joe" hoped for a British-German-American alliance to run the world but the Kaiser turned him down. He stood for an Empire tariff, solution of the Irish question and U. S. trade treaties. Neville has nailed all three. "Old Joe" was a middle-class businessman opposed to the greed of the upper classes. Free schools, free land, free labor, decent mines and factories, housing, fair wages, workers' compensation—these he called the ransom that the rich must pay for their security. Finally, "Old Joe" of the monocle and home-grown orchid, stood for a great and strong British Empire. To his younger son he passed his passion for facts but not his vanity and bad temper.



1 Three great Chamberlains are remembered as products and bosses of Birmingham.

2 Plain screws were the foun-



6 College was Mason in Birmingham—drab, unaristocratic commercial school. "Old Joe" later made it Birmingham University.

“OLD JOE’S” SECOND SON NEVILLE IS PRODUCT OF BIRMINGHAM & BUSINESS

The tall, saturnine, old Englishman who sat down at Munich, Sept. 29, with the three “foreigners” to make the Peace of 1938 is almost an unknown man. Yet he is the hero of one of the greatest Cinderella stories in history. It was Neville Chamberlain’s father or his brother Austen who was to have won the fame. It was the pedestrian, unambitious, plain-minded younger son who made the grade.

His father, “Old Joe” (see left), was the first businessman of brains to bully the aristocrats who ruled

Britain in the last half of the 19th Century. He did it with an orchid in his buttonhole, a monocle in his eye, a cold and formidable manner and a genius for making friends and enemies. A man of Birmingham, he married a Kenrick of Birmingham and had a son, Joseph Austen. When she died he married another Kenrick. Mrs. Chamberlain II gave birth to a son, Arthur Neville, died in a later childbirth.

When, in 1890, Neville was 21, he was assigned to manage and increase the family fortune while his elder brother was being groomed for greatness in the House of Commons, making a maiden speech “dear and refreshing to a father’s heart.” Neville went to the Bahamas to make money in sisal, failed. He came home to Birmingham, became a chartered accountant and succeeded in making screws, ships’ bunks, cars (Daimler) and small arms. Meanwhile his father gave Britain an economic New Deal, fought the Boer War, wrecked two political parties.

On the eve of the World War, “Old Joe” died. Neville became Mayor of Birmingham like his father and uncle before him. Lloyd George conscripted him for the businessman government of Wartime. In 1923, he stepped, almost without political build-up, into Stanley Baldwin’s Cabinet. But he had done his homework. He specialized in doing huge jobs

that were dull, full of figures, complex—housing & rent restriction, taxes & valuations, tariffs, War debts. He was shy and unused to debate but slowly he became as coolly formidable as his father, because he always knew his facts. It appeared that he enjoyed cleaning up other people’s messes. He seemed to take pleasure in expecting the worst.

In the early 1920’s when fair treatment of Germany might well have prevented the emergence of Adolf Hitler, he was in favor of fair treatment of Germany. But nations never give one another justice for nothing. When, at last, Neville Chamberlain in 1937 became his family’s first Prime Minister, a Nazi Germany was the British Empire’s No. 1 problem. Chamberlain had been attacked for his connections with Big Business. But he was basically neither for nor against Big Business, basically neither for nor against Fascism outside England. His whole upbringing and career, however, was against coercion and force. His husky, weary voice propounded to Englishmen only the interests of Englishmen. To that end he had evolved a secret plan for universal conscription as well as a mighty rearmament schedule to match those on the Continent. That rearmament was not quite ready when in the late summer of 1938, Adolf Hitler seemed cocked and primed for war.



made from an American patent dation of Chamberlain fortune.



3 “Old Joe,” founder of Birmingham University, poses after Boer War.



4 Childhood home of Neville was mansion at Highbury outside Birmingham. Library (left) is now a memorial to “Old Joe.”



5 Neville’s school was Rugby, upper-middle-class school of Tom Brown’s Schooldays.



7 At 19, Neville is dark, handsome, shy. Father is in U. S., getting third wife.



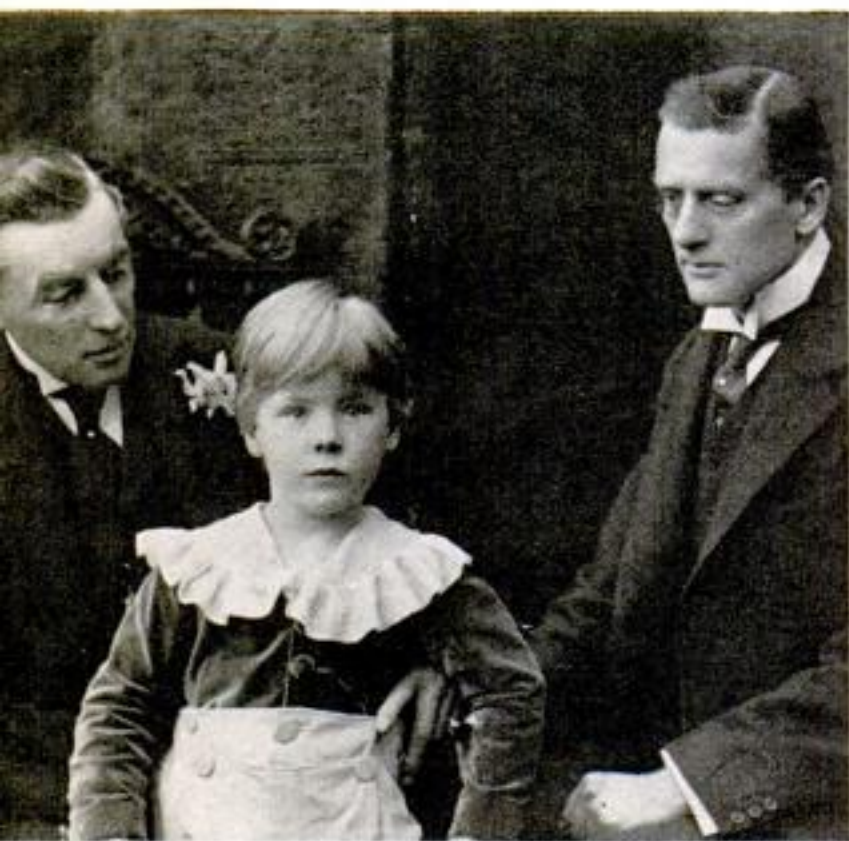
8 Favorite son is Austen (center), elder issue of his first wife. Neville (left) was child of his sec-

ond wife. Third wife, right; daughter Beatrice, left. “Old Joe” (right) now (1898) runs Empire.



9 In 1908, “Old Joe” examines Austen’s infant son, Joseph II. Neville is just “uncle.”

CONTINUED ON NEXT PAGE



10 In 1911, "Old Joe," young Joe and Austen, ex-Chancellor of Exchequer.



11 At age of 42, in 1911, Neville marries Annie Vere Cole, also of Birmingham.



12 Stricken father and wife live in Cannes, France.



13 Neville helps his father, while Brother Austen tries to fill place in Parliament.



14 Neville chews cigar talks. Side-whiskers



18 Neville, 56, walks on the outside (left) while Austen talks with Prime Minister Baldwin, in 1925.



19 Brother Austen's high point was the famed four-power Treaty of Locarno in 1925. Austen sits (center) under King George V portrait, Neville lounges obscurely at right of fireplace.



20 Gatehouse of Neville's house at his mother who died in childbirth.



24 He gives daughter to Stephen Lloyd.



25 Daughter shows father and mother their first grandchild, Stephen James, in July 1936. Last month she gave birth to a daughter.



26 Chamberlain quits as director of Hoskins & Son, maker of beds, keeps 3,690 common shares of stock, before he becomes Prime Minister in May 1937.



27



29 Still friends are Chamberlain and Eden.



30 Last April he and wife, Ann, are dined by the new Chancellor of Exchequer Simon.



31 Brother Austen's widow, Ivy Muriel, lectures him on foreign affairs.



32 Crowd gathers at Prime Minister's house, No. 10 Downing St., as European war clouds gather, see Chamberlain and wife home from vacation.



(far left) while Brother Austen are on father's ally, Jesse Collings.



15 Neville quits business to become Mayor of Birmingham in 1915.



16 Desk as Mayor of Birmingham. Three Chamberlains sat here.



17 Neville (*speaking*) enters national politics in 1916 as David Lloyd George's Director General of National Service, soon quits in disgust.



Edgbaston, home suburb outside Birmingham of Photographs inside the grounds are forbidden.



21 Neville by 1928 is rising fast by hard work and unobtrusiveness.



22 He is budget-balancing Chancellor of Exchequer from 1931 to 1937.



23 He meets U.S. Secretary of State Cordell Hull in 1933 at Roosevelt's World Economic Conference.



As Prime Minister, he here gives his predecessor, Stanley Baldwin, a testimonial book.



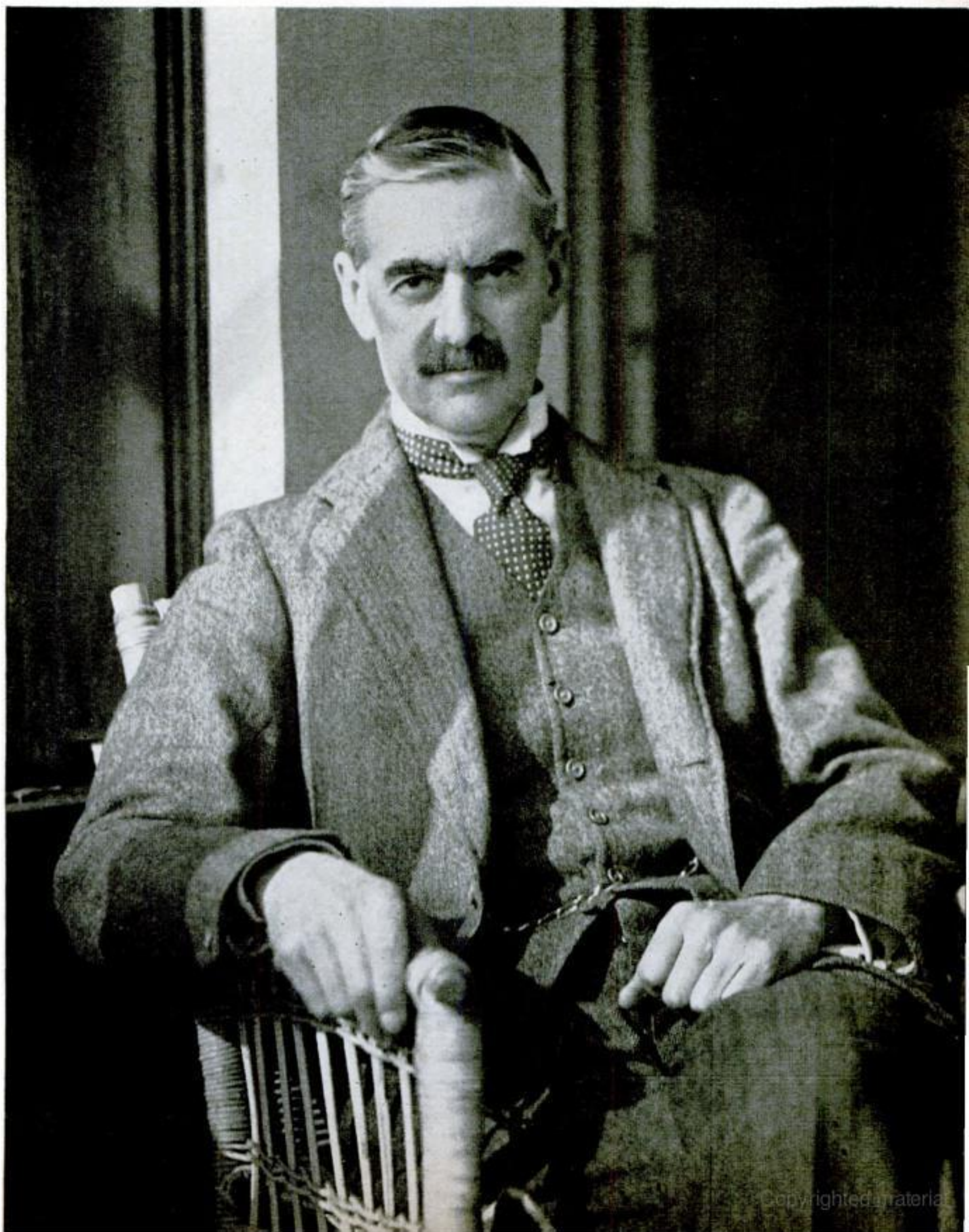
28 He suffers from gout, his one weakness, in 1937. No athlete, he likes fishing.



33 They look over repair job done while they were in Scotland with George VI.



34 To avoid "crisis crowd," Chamberlains come home to No. 10 the back way.



French Impressionists in America

LIFE HEREWITH PRESENTS THE WORK OF GREAT 19TH CENTURY PAINTERS,
CHOSEN FROM TWO NEW YORK PRIVATE COLLECTIONS, AS THE TENTH
IN ITS SERIES ON THE DEVELOPMENT OF PAINTING THROUGH THE AGES

The four bushy-bearded gentlemen shown below are as important in the history of painting as any group of artists who ever lived. Because the experiments these French Impressionists made on the effects of light on color have been so completely accepted by the modern world, it is difficult to realize the excitement and active opposition this sort of painting caused in its own time.

These men and the others of their group—Pissarro, Sisley, Whistler—fought the stiff, classical official painting of the French Salon on two grounds: one literary, the other technical. They objected to the empty allegorical subjects of salon art. Spurred by the realistic novels of Flaubert and Zola, they wanted to paint the life around them as it actually was. Manet was the leader of this first group. It was also believed that the appearance of any object

depended on the light reflected from it. Monet was the leader of this second group. In 1863, he painted a sunset, called it "Impressions." A derisive critic called Monet and all his friends *Impressionists*.

But the fundamental importance of these painters is that, once they had learned how to catch the shimmering light of a misty landscape, the technique of painting reached its ultimate development. The Flemings popularized oil painting. Renaissance Italy solved perspective and the use of color as an internal part of picture structure. Velásquez achieved accurate registration of tones. After the Impressionists there was nothing more to learn of representational truth. Cézanne and the modernists have been devoted to pure aesthetics, the inner meaning of Art.

Edouard Manet

This comfortable French bourgeois' son served as a naval apprentice and as a gunner in the Franco-Prussian War. Between times he set the art world on its ear by burlesquing the classical pretensions of the French Salon with his great paraphrases of great paintings: *Olympia* which showed a naked French courtesan almost exactly in the pose of Velásquez's *Venus with the Mirror*; *Déjeuner sur l'Herbe* after Raphael's *Neptune and Nymphs*, which left the nymphs nude, but dressed the men. The technical problems of Impressionism Manet never completely understood, but because he was the oldest and could afford a comfortable studio, he was leader of the group.



Claude Monet

Tropical fevers caught while serving with the Chasseurs d'Afrique and a dislike for the classical studio of Gleyre, with whom he was supposed to be studying, set Monet to painting outdoors with friends Renoir and Sisley. With them and the memory of Turner's landscapes, seen on a trip to London, he gradually evolved the principles of Impressionism. Handsome and patriarchal, he lived until 1926, painting cathedrals like the Rouen on page 26, and haystacks under varying conditions of light, growing hundreds of water lilies and paying for them with pictures. His dealer, Durand-Ruel, still has untold treasures in Monets stored away.



Edgar Degas

A rather sour recluse in his later years who took an unpleasant delight in twisting the little "opera rats" who posed for his ballet pictures into painful postures, Degas had real enthusiasm for the study of motion. Hence his interest in racetrack and ballet pictures, and the Impressionists, whose very technique of using alternate dabs of pure color, seemed to put action in a landscape. He used pastel chalk in preference to oils because it was a faster medium. Photography fascinated him but the limitations of an 1880 darkroom frustrated him. He painted little after 1900. Friends like to blame his bitter anti-Semitism on failing eyesight, jealousy and kidney trouble.



Auguste Renoir

At the age of 13, Renoir was earning his living painting flowers on dinner plates for 5¢ a dozen. At the age of 78, honored and successful, but a cripple for the previous eight years, he was still painting with a brush strapped to his forearm. Few men ever got as much fun out of their work. Renoir is perhaps the only artist who dictated sculpture. Times when his withered hands could not even hold a brush he would have an assistant named Guino sculpt figures, Renoir telling him where each stroke should be made. None of the Impressionists has exerted such profound influence on American art, an influence just beginning to wane.





Édouard Manet

1832–1883

The refusal of the Paris Salon to hang Manet's paintings in 1861 made this bearded boulevardier, almost by accident, a leader of rebellious young artists and a champion of Impressionism. This Chester Dale portrait is of Mme Michel Lévy, of a family of publishers. She thought it did not do her justice, later sold it.



Claude Monet

1840–1926

No picture could better illustrate the principles of Impressionism than this view of Rouen Cathedral, now in the Chester Dale Collection. Monet painted a series of the Cathedral in changing lights. Mr. Dale thinks this *Rouen* is "different." It has three little Impressionistic figures in the bottom foreground.

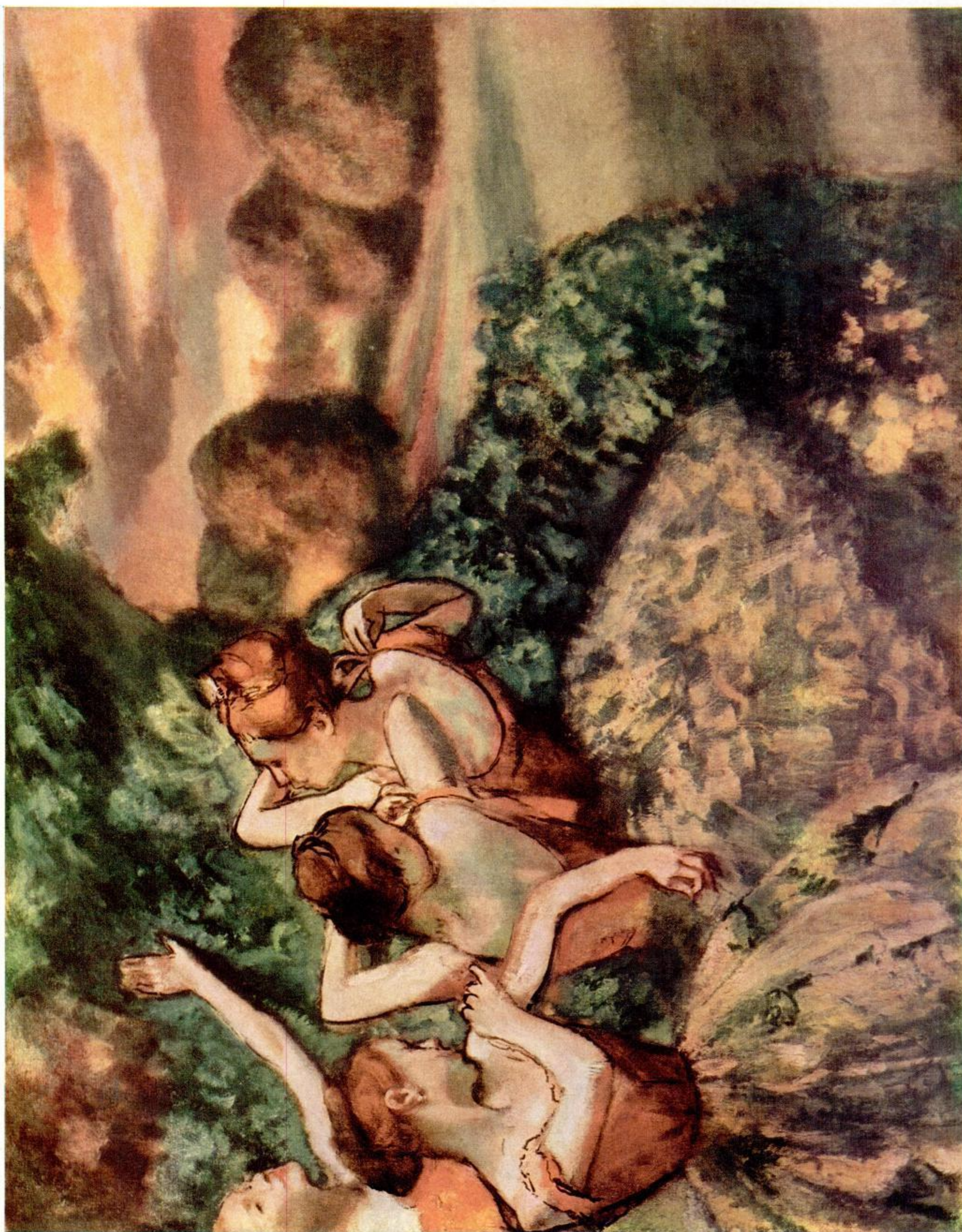


Pierre Auguste Renoir
1841–1919

Of the eight Renoirs in New York's Lewisohn Collection, this study of two young girls in a spring meadow is the owner's favorite. Apart from the traditional Impressionist style in which it is painted, it exhibits magnificently the swirling, gay vitality that has made Renoir a painter's hero for two generations.

Hilaire Germain Edgar Degas

1834-1917



Of Degas' innumerable studies of the bandy-legged ballet dancers, this one now in the Chester Dale Collection was such a favorite that he would not sell it. Primitive photography fascinated Degas but annoyed him by its clumsiness. Had the high-speed lens existed then he would have been an ace candid cameraman.



Chester Dale climbs to the fourth-floor living quarters. Behind him is seen *The Family of Saltimbanques* done by Pablo Picasso in his blue period. To the right is a Zuloaga.

CHESTER DALE HAS SPENT

\$6,000,000 FOR FRENCH PAINTINGS

Among New York's great art collections one of the most remarkable is that assembled by Mr. & Mrs. Chester Dale: about 700 canvases limited mostly to French painters of the past 150 years, with particular emphasis on the great Impressionists.

The story of the collection itself is as interesting as the pictures in it. Until 1926, Chester Dale was an investment broker who had made a great deal of money consolidating power companies and selling their stock to the public. His interest in art was a patient tolerance for anything that excited his attractive wife Maud Dale, who had studied painting for years and written for art magazines.

But in Paris, in 1926, Chester Dale became enraged at what he considered the exorbitant prices asked for some Toulouse-Lautrec paintings which seemed to him supremely ugly. He decided to find out what there was about those pictures that excited people. Within 48 hours he had bought a Lautrec himself, returned to New York a few weeks later with 65 French moderns, the nucleus of the present Dale Collection. Up to that time Chester Dale's enthusiasms had been limited to golf, pigeon fancying, professional hockey and going to fires. He is still an honorary member of Battalion 8, Hook & Ladder Co. No. 2.

Since 1926 the collection has pushed the Dales physically out of two apartments and into an enormous house on East 79th St. which, despite its magnificence, is so like a museum that Mrs. Dale generally finds it more comfortable to sleep in a nearby hotel. There are about 700 pictures in the collection for which Chester Dale has spent about \$6,000,000 in the past ten years. At least 400 of them are stacked in the mansion's fifth-floor storeroom.



STOREROOM. NOTE GAUGUIN PORTRAIT



The Impressionists are hung in this second-floor music room and in third-floor dining room. Note at right the Degas

dancers reproduced opposite. The Renoir *Odalisque* over the mantel is a favorite of Mrs. Dale's. It took her a year to

persuade her husband to buy it. The nude bather above the piano is a later Renoir. The Dales own eleven of them.

MOVIE OF THE WEEK:

Men With Wings

No conquest of man over nature has been more valiant than man's conquest of the air. On Dec. 17, it will be 35 years since man, in a frail and rickety machine, first lifted himself off the earth and water he had already mastered. Since then, he has hurled himself ever higher and faster into the ether. So quickly has he built bigger, speedier and more deadly flying devices that now, only three and a half decades later, the airplane is at once his greatest boon and fiercest menace.

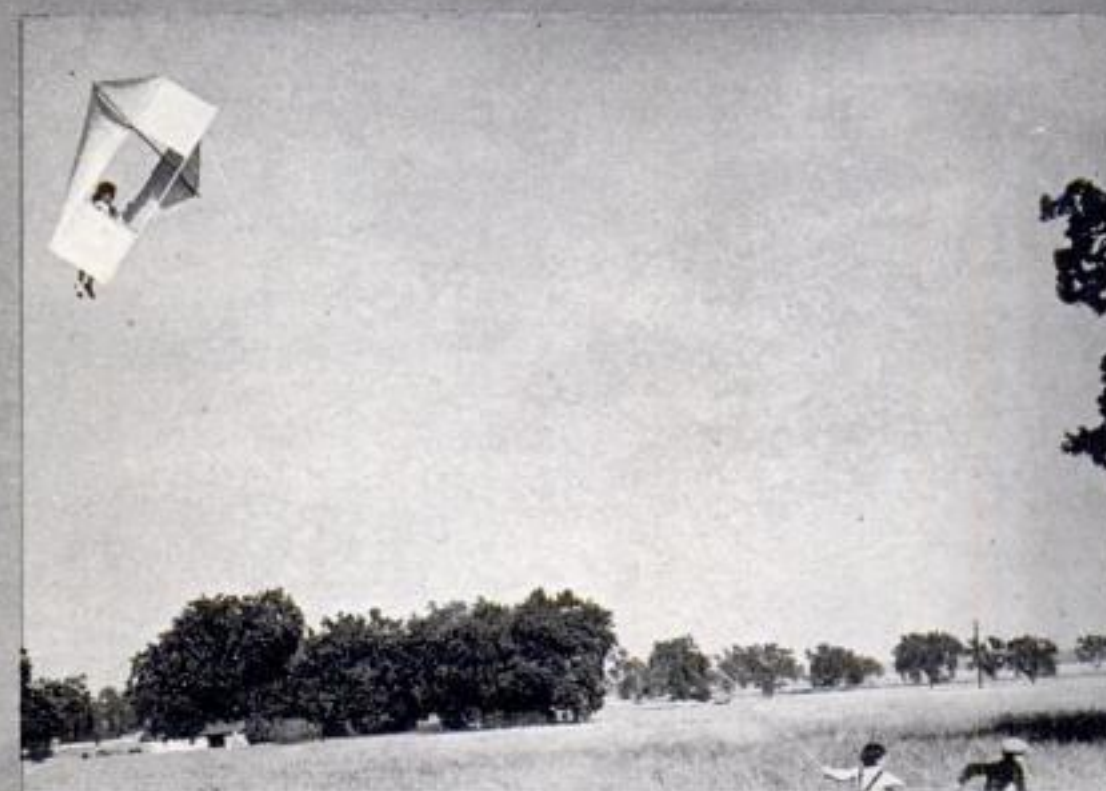
All this spectacular history is crowded into Paramount's new Technicolor *Men With Wings*. Through the lives of two boys and a girl this picture shows you the growth of man's most miraculous mechanism from the infant days of power gliders to the last behemoth bomber, streamlined and armored for its grim task of destruction. At first it reveals Peggy (Louise Campbell), Pat (Fred MacMurray) and Scott (Ray Milland) seeking, as did Alexander Graham Bell and a host of



A huge kite is built by Peggy, Pat and Scott (1904), while Peggy's father builds an airplane (right).



The boys are too heavy, so Peggy is persuaded to sit in the kite while they fly it. A high wind lifts her 40 ft. in the air.



Peggy starts to fall when the wind goes dead. Panting, the boys run across the meadow, but fail to take in slack of the rope.



Peggy visits her father in his workshop where he is readying his 1904 plane for first flight the next morning.



She promises her father that she will never fly in kites again. "You better not fly, either," she says. "You're the only daddy we've got."



Father kisses Peggy and her mother as he prepares to fly his primitive two-cylinder power glider off the top of an abandoned quarry.



They run down a narrow path to the bottom of the quarry as the birdlike ship roars and rattles overhead.



A hundred feet from the cliff the motor splutters, the little plane falters and goes into a terrifying nose dive. Mother and daughter shriek.



Plane and pilot crash into a grain field. Gasoline flames burn the pilot, who staggers a few feet away, drops face down to the ground.

others, to fly the air in kites (*below*). Indirectly, it tells you of that astounding day at Kitty Hawk, N. C. (Dec. 17, 1903), when Orville Wright sustained himself in the first heavier-than-air machine for 59 seconds off the ground. It enacts for you one of those early tragedies where death was the flier's mentor (*below*). It takes you into those pioneer workshops where the aviator first tinkered with safety devices; into the World War, where he learned that aviation could be weapon as well as vehicle; on the early airmail flights, when the globe began shrinking into insignificance; on the winged dashes across the Atlantic, inspired by Raymond Orteig's \$25,000 prize and won by slim young Lindbergh; to the last decade, when sleek silver liners began to soar out of airports as regularly as trains.

The moral of this heroic tale is that heroism is not enough. Symbolically, it is Pat, the War ace, the daredevil stunt flyer, who vanishes into oblivion,

while ultimate honors go to Scott, the steady pilot who prefers safety to glory.

To film this cavalcade of the air, Producer-Director William A. ("Wild Bill") Wellman, himself a War ace, assembled the world's greatest collection of antique planes. From museums, cellars and ancient hangars he gathered a fleet of pre-War monoplanes, Fokker D. VII's once used by German aces, Liberty-powered De Havillands once used by the Allies, a Hispano-Suiza Spad, a Nieuport-Gnome, a Phalz D. XII, a Thomas Morse scout, a British fighting S.E.V. At \$50 each a day he hired 20 famed stunt pilots, many veterans of World War and barnstorming days. Over quiet San Fernando Valley he staged air races, dives, crashes, fires, dogfights. And after five months of heartbreaking work he produced a film that ranks with *Wings* (1927), *Hell's Angels* (1930) and *Test Pilot* (1938) as a great photographic paean to the indomitability of "men with wings."



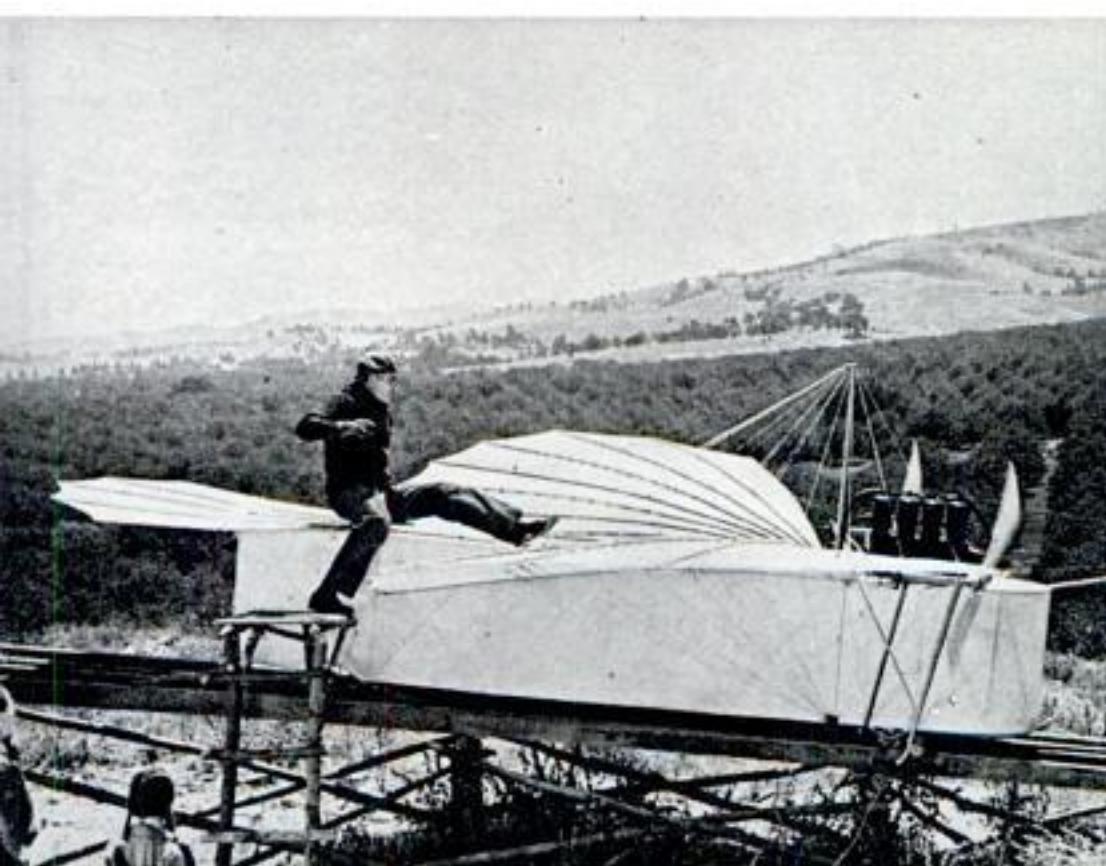
Peggy crashes into a tree, comes down with her clothes torn, body scratched and one eye blackened. She runs home sobbing.



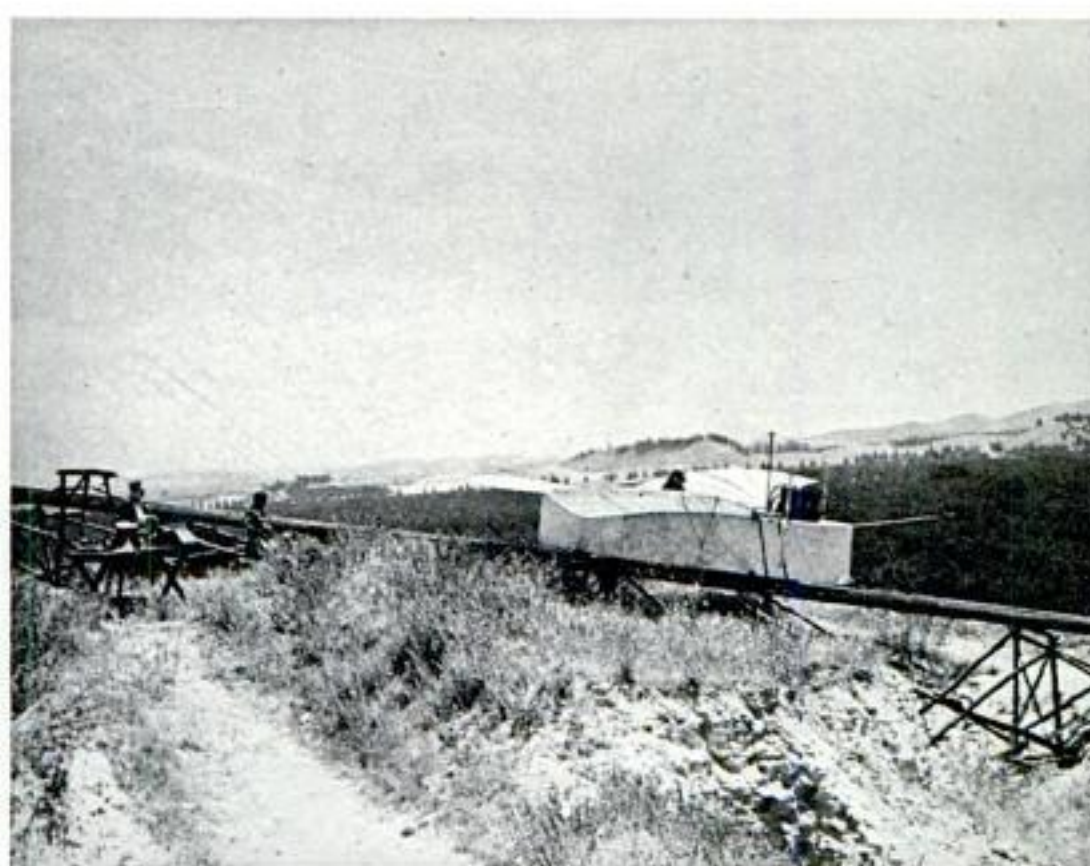
In bed, her mother places a raw beefsteak over her black eye. Peggy lies to her mother, tells her the two boys beat her up.



Mother faints when, by telephone, she learns Peggy flew in kite. Peggy puts towel on her forehead.



He climbs into the ship, throttles up the rickety engine, releases the wire which holds it on a monorail built to the edge of the cliff.



The plane races down the monorail. Paramount built this primitive craft after actual blueprints drawn up for an early 1904 power glider.



At end of the rail, the plane sails out into the air over quarry. Peggy and her mother watch breathlessly.



Mother and daughter tear wildly across field. This scene simulates first air fatality Sept. 17, 1908, when Thomas E. Selfridge was killed.

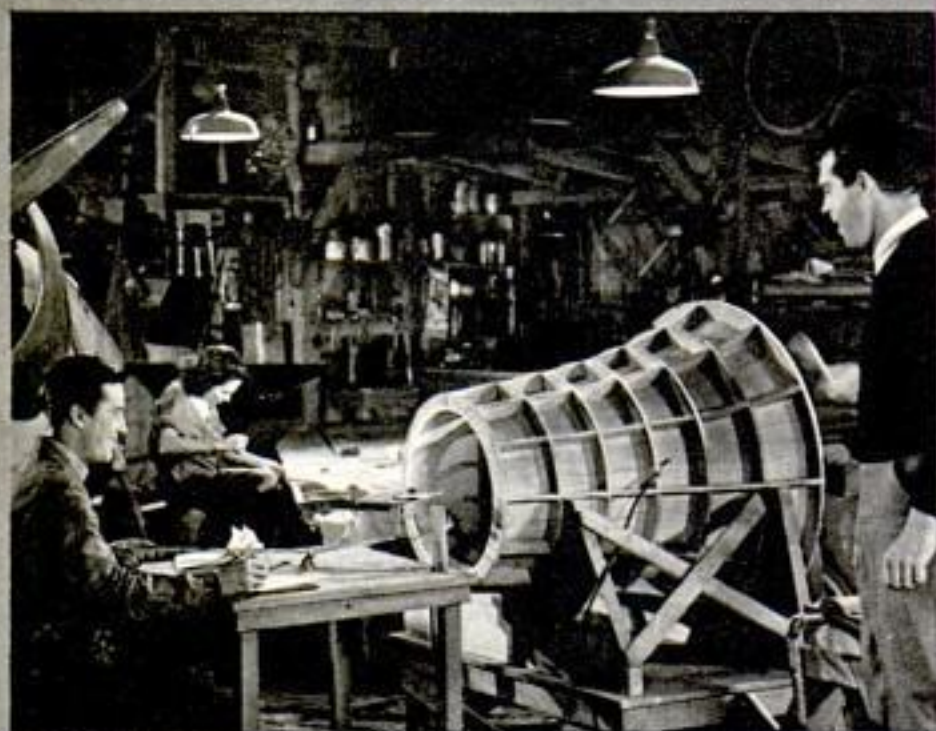


Kneeling beside her flier-husband, the wife turns him over, and holds his smoke-blackened head against her breast. He is obviously dying.



His last words: "Tell them, when they crash, to turn the ignition off." Aviation learns an early lesson.

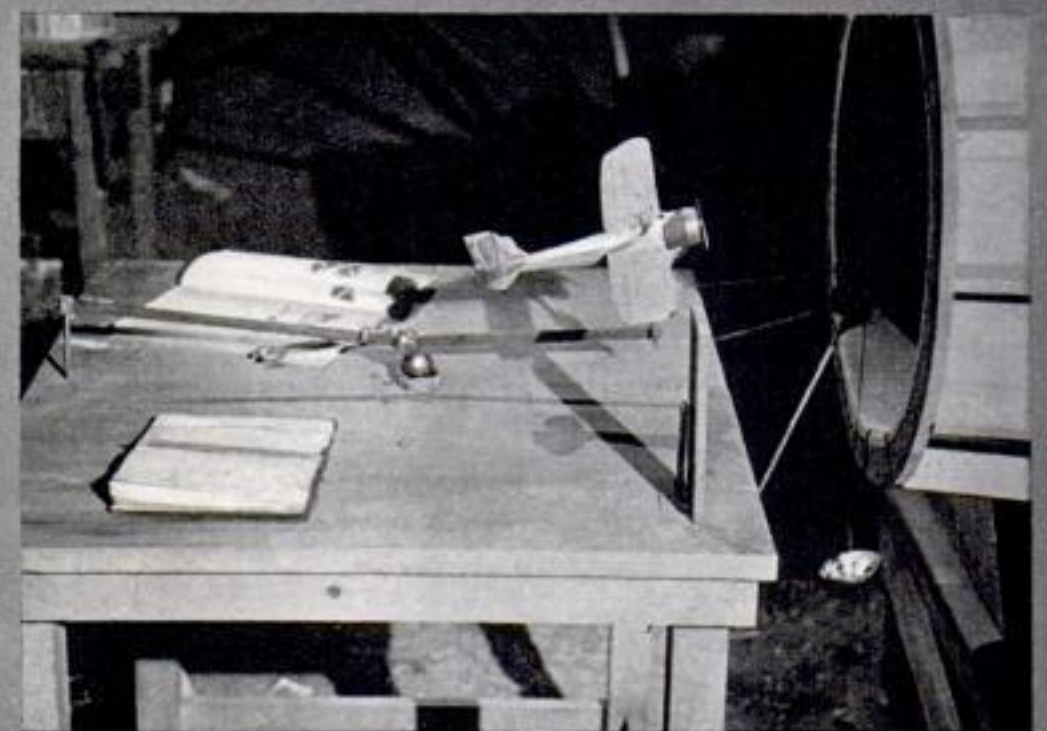
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In a primitive airplane workshop, Pat and Scott, now grown up (1914), experiment with a wind tunnel.



Pat turns the crank that whirls the tunnel fan, as Scott takes notes on the reaction of a new plane model, tilting in the wind.



From the wind tunnel Scott learns secrets that pioneers like Peggy's father died to learn. He invents a record-breaking speed plane.



In a Parisian bar, Peggy and Pat drink in 1918. She is in U. S. Signal Corps, he a French Air Force pilot.



At every hiccup by Peggy, a bomb drops on Paris from a German plane. Says Peggy: "I've got to stop that or Paris will be in ruins."



As Pat claps his hand over Peggy's mouth, a bomb explodes nearby, upsets the bar furniture. Peggy and Pat are married in Paris.



His ankles broken in a test-flight crash, Scott makes his mechanic carry him from his hospital to airport.



He is lifted into his new plane which another pilot in the U. S. Army's experimental corps was about to fly for the first time.



Secure in the cockpit, Scott takes off, puts his new model, at dangerously low altitude, through every stunt known to aerobatics.



More daredevil than scientist, Pat decides on a transatlantic flight to Paris. He bids family farewell.



He climbs into his ship, hoping to win \$25,000 offered by Raymond Orteig. Unable to read instruments, he gets lost in fog.



He crashes at sea, is rescued by the less spectacular, more careful Scott. Returning, he passes Lindbergh starting his historic flight.

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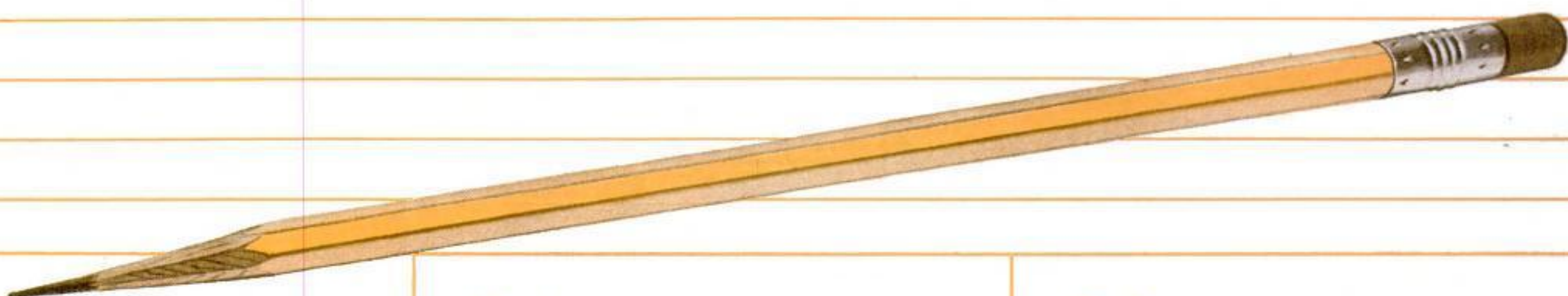
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Whiskey Exam for Men



1. Q: What year is famous because it marked the end of a war and the birth of an illustrious whiskey?



A: 1865—for in that year the Civil War ended and Paul Jones Whiskey was brought forth, to quickly become known the country over as “A gentleman’s whiskey.”

2. Q: What quality is this whiskey especially noted for today?

HOW DRY
I AM!



A: Above all, for its DRYNESS. For Paul Jones is a truly DRY whiskey—hearty and robust, as a man’s whiskey should be—yet without even a trace of sweetness in its make-up.

3. Q: Why does this quality of DRYNESS appeal to so many discriminating drinkers?



A: Connoisseurs have always sought the quality of DRYNESS—in their champagne, sherry, and highballs, too. Naturally, they were quick to acclaim a whiskey like Paul Jones, which brings them this same distinctive quality.

4. Q: What is the best way to try a DRY whiskey?



A: That depends entirely on the drink you prefer. You’ll find that Paul Jones, because of its brisk, keen-flavored DRYNESS, is very much on the special side, whether you try it straight, in a cocktail, or in a highball.

5. Q: When is the best time to try it?



A: We can’t think of any better time than right now! So tie a string around your finger, or do something to remind you to try Paul Jones at your favorite bar—or buy a bottle at the nearest package store today. Once you discover how grand a DRY whiskey can be, you’ll say, “It’s Paul Jones for me—from now on!”

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Jones
IT’S DRY*

and every drop is straight WHISKEY!

* DRY means not sweet.

A blend of straight whiskies—
100% straight whiskies—90 proof
Frankfort Distilleries, Incorporated,
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MOVIES

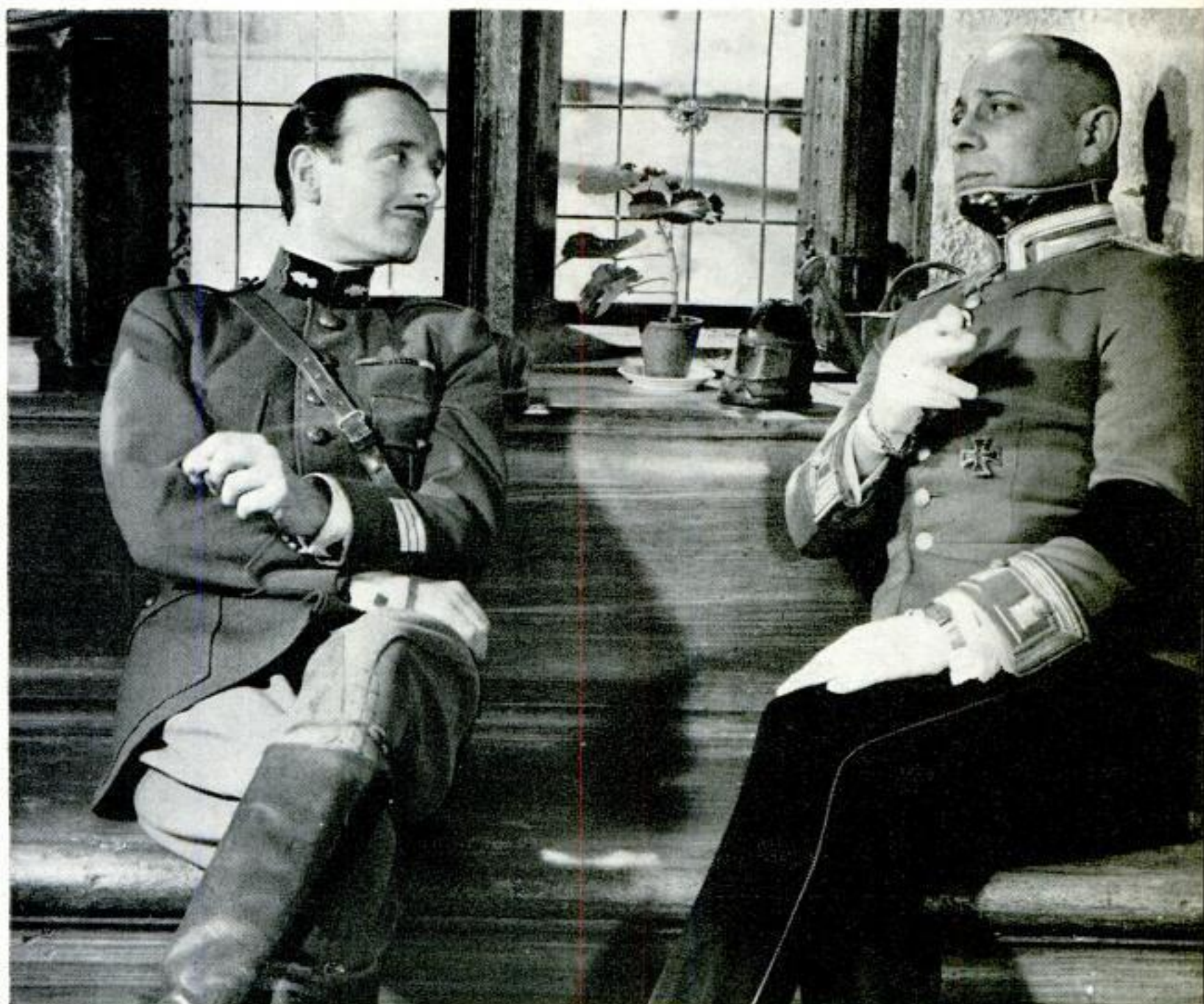
A FRENCH FILM CHALLENGES HOLLYWOOD

Returning from Europe last April Samuel Goldwyn, the movie tycoon, warned Hollywood to look to its laurels lest France wrest them away. Proof of this threat is *Grand Illusion*, a stark picture of Allied prisoners in a German War camp, now showing in New York. Coming on the heels of such superlative French cinemas as *Carnival in Flanders*, *Mayerling*, *Un Carnet de Bal* (LIFE, May 2) and *Generals Without Buttons*, *Grand Illusion* points to a renaissance French movie industry prepared to challenge the world in quality if not quantity of its product.

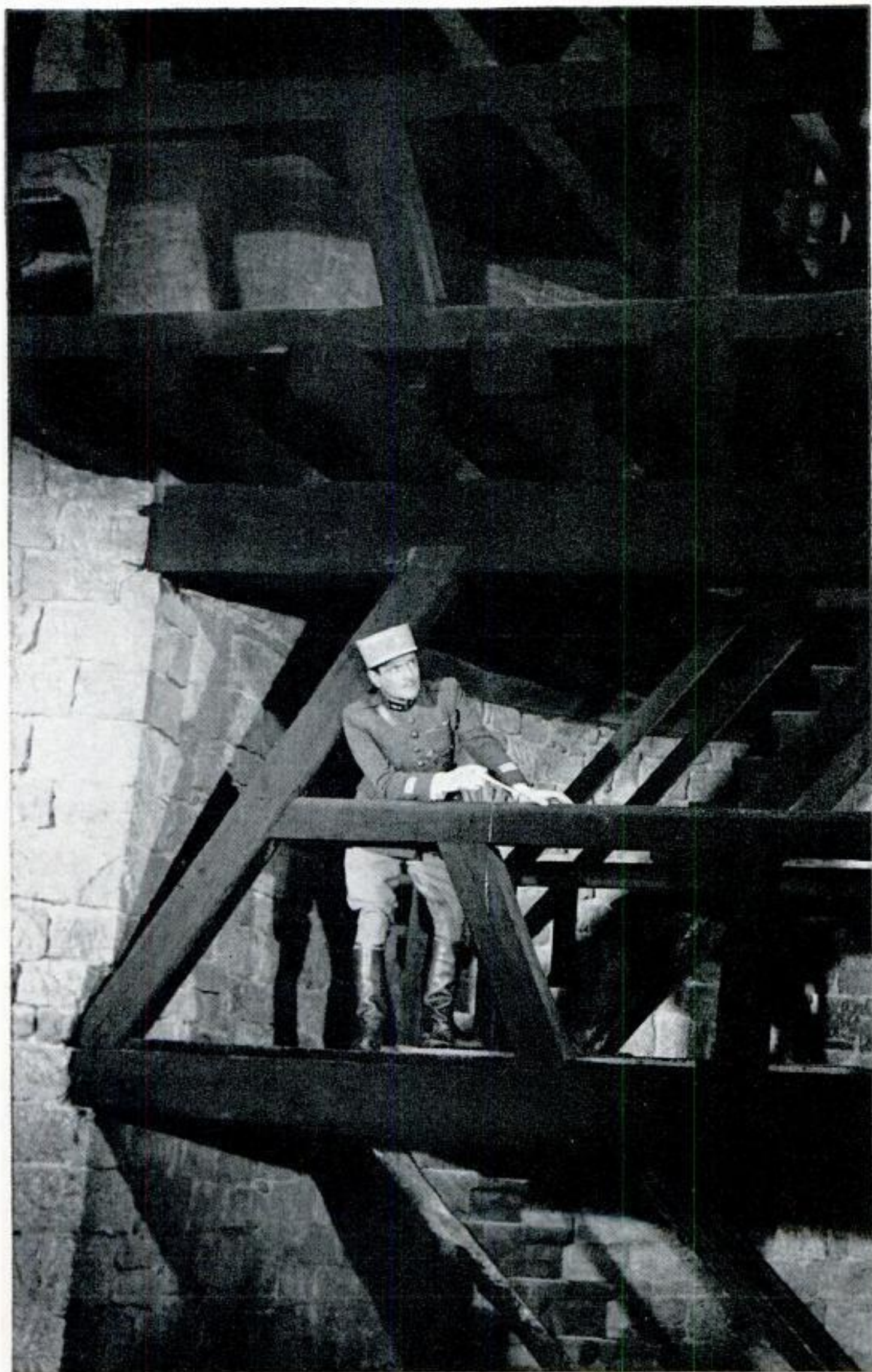
Compared to Hollywood, the French movie industry is small. It turns out 120 pictures a year to Hollywood's 550. Its top producers release four films a year to a major Hollywood studio's 50. It spends \$50,000 or \$100,000 for an important work to Hollywood's \$1,000,000 or \$2,000,000. Its stars are generally men like Jean Gabin (right), esteemed for sensitive acting rather than for looks. Its leading women, like Danielle Darrieux and Annabella, are quickly lured to Hollywood. Its box-office figures are not actors at all, but directors like Jean Renoir, son of the great Impressionist painter (see p. 24), (Grand Illusion) and Julien Duvivier (Carnet de Bal), who write and produce their stories as well. Having no block-bookings contracts to fill for exhibitors, the French movie industry takes its time, eschews hokum, emerges with pictures notable for imaginative detail, psychological insight, original character treatment.



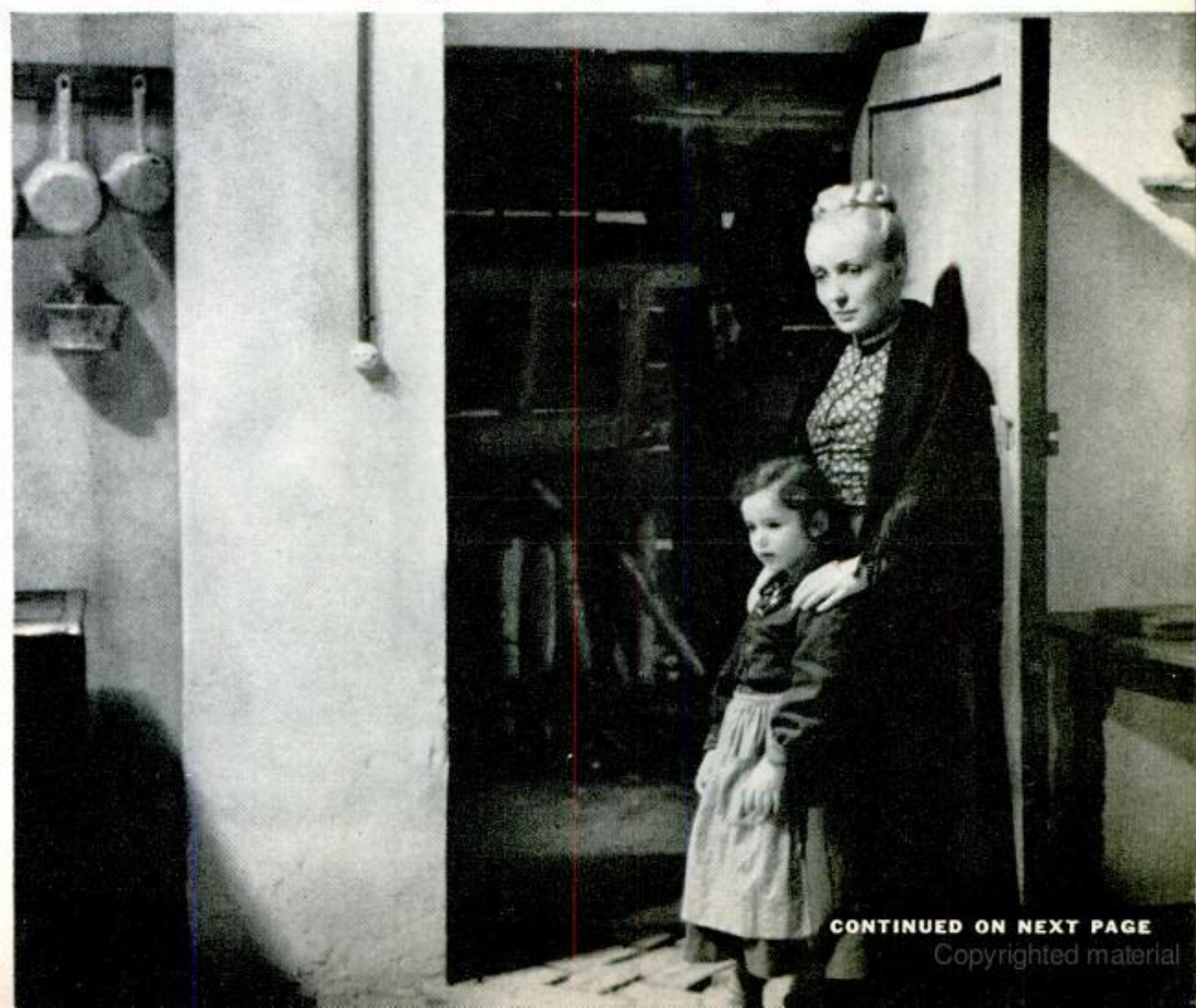
A War prisoner's show is interrupted in *Grand Illusion* when Jean Gabin bursts on stage with news of an Allied victory. French soldiers, and English Tommies costumed as women, break into the *Marseillaise*. Gabin, France's most popular star, spurns Hollywood offers.



A dying military aristocracy is represented by Eric von Stroheim (right), (onetime Hollywood actor and director) and his prisoner, French Pierre Fresnay. Both Fresnay, shot down in air conflict, and von Stroheim, crippled in battle, find life futile, war a grand illusion.



Escape is engineered for two of his plebeian soldiers by Aristocrat Fresnay. He is shot to death by von Stroheim, while Gabin and a companion slide down the tower on a rope. Sole woman in the picture is Dita Parlo (right), who shelters the two escaped Frenchmen.

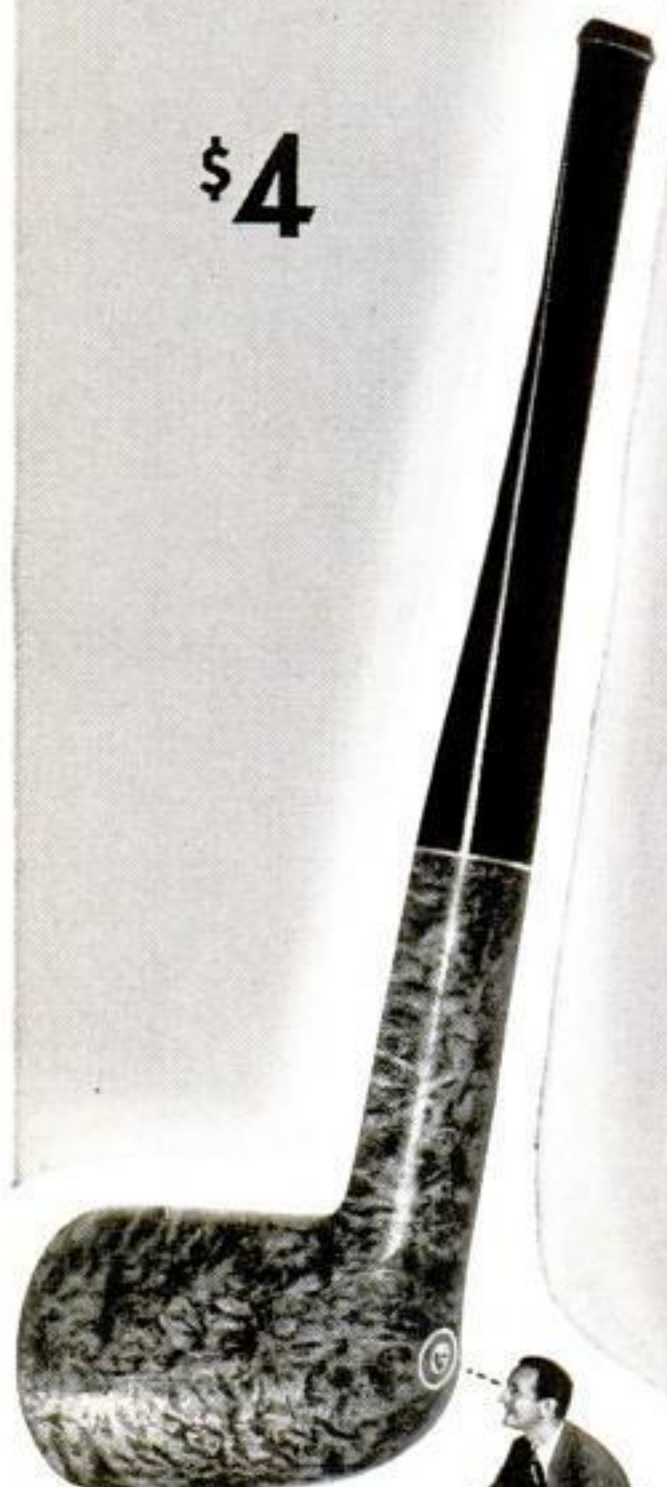


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To the Rescue

On certain busy days, some smokers puff so hard on their pipes that the bowl, out of sheer sympathy, gets pretty hot. To these men, that little carburator in a Carburator Kaywoodie comes to the rescue like a long cool drink of spring water to the parched tongue. Yes, that little carburator lets an updraft of air into the bowl, so that the harder you puff, the more air comes in, and instead of heating up, the bowl stays cool. And your smoke stays cool and your frame of mind too. Cool and serene! That little carburator, indeed, has brought new pipe-smoking comfort to thousands of pipe smokers' tongues. Buy a Carburator Kaywoodie today, and all your pipe-smoking tomorrows will take care of themselves.

Shape pictured No. 71B, called DUBLIN (Long). Slightly less than actual size. Color: "Tobacco Brown," an exclusive Kaywoodie color.

Super Grain \$5, Flame Grain \$10, Meerschaum \$15, Matched-Grain Sets \$100 to \$1,000.

Yours for the asking: Pipe-Smoker's Almanac... interesting things about pipes.

KAYWOODIE COMPANY
Rockefeller Center, NEW YORK and LONDON



Idyllic love springs up between the German peasant and the French soldier. Renoir here symbolizes breakdown of hatred between people of warring nations.



Fury and frustration are felt by Gabin when his flight through hostile country is impeded by his companion's sprain. But after abandoning him, Gabin relents.



A German patrol sights the two prisoners as they reach the Swiss border. A volley of shots rings across the snowy valley, but the two Frenchmen escape (below).



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Very good, sir."

At the Club, at home, when dining out... for a refreshing drink you'll make no mistake with Hennessy-and-soda. The quality, bouquet and "clean" taste that make Three-Star Hennessy the preferred liqueur give distinction to a highball.

HENNESSY-and-SODA
1 jigger of Three-Star Hennessy
3 ice cubes · Plain soda water



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★ CLEAN TASTE

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"Things in Arkansas is the same's everywhere...the rich is still in the gravy...and the poor is still in the majority..."

From Sayings of *The Arkansas Traveler*

Out of the heart of Arkansas, out of the heart of small-town America comes "THE ARKANSAS TRAVELER" to bring you a heart-warming story of an easy going rolling stone, with a flair for the printing trade and an all-fired deep understanding of human nature, a rolling stone who stays parked in one place long enough to settle the problems of a whole family, a whole community. And, may we add,

out of the heart of Hollywood comes another truly great Paramount Picture, whose cast, headed by BOB BURNS in the star role, and featuring FAY BAINTER, John Beal, Irvin S. Cobb, and Jean Parker, you will long remember. Alfred Santell directs. Coming soon from Paramount, Ronald Colman in Frank Lloyd's "If I Were King," and William A. Wellman's "Men With Wings," first Technicolor air epic.

A bit of reminiscence about the fine
art of dining as told by a renowned bon vivant

"Proud to serve"



After elaborate planning and last moment supervision of the most minute detail, the great dinner for the Guest of Honor is about to get under way...

The Major Domo has chosen the menu with every foresight, appropriate to the season, the occasion, the company. The Astrakhan caviar, the sorrel soup, the legs of non-jumping frogs (if they've jumped too much, they'll be sinewy). Carolina squab with crab-apple fritters, and Oyster Bay asparagus with Hollandaise...



The Sauce and Gravy Chef reminded not to mix the Hollandaise until the Guest has actually arrived... Not even a king can halt the chemistries of a Hollandaise mixed too soon!



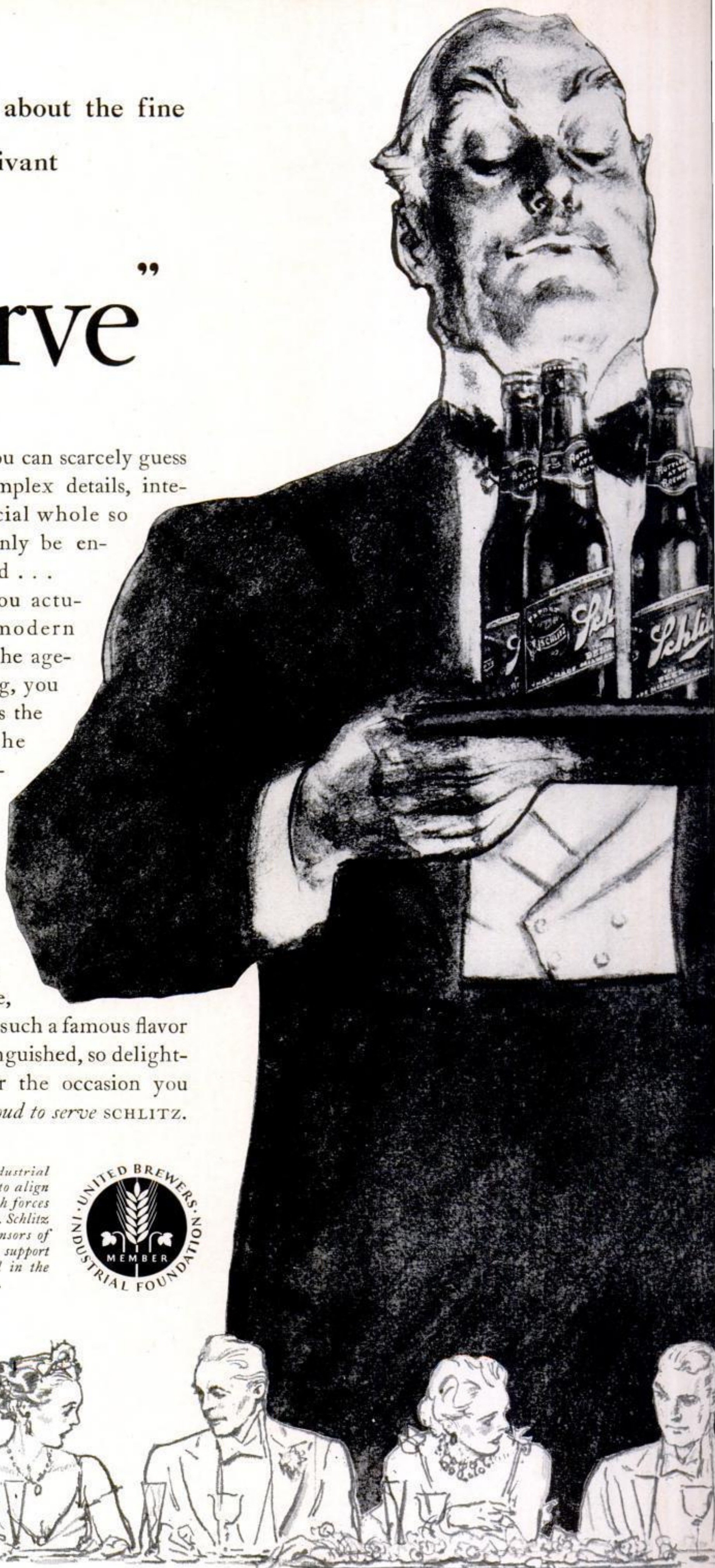
The Pastrycook advised on his insubstantial wafers that are to accompany the dessert... The Dessert Chef complimented on the symbol in sherbet and spun sugar which will make so happy a climax of taste...

Unless you have watched the preparations for a Great Dinner from be-

hind the scenes you can scarcely guess the thousand complex details, integrated into a social whole so perfect it will only be enjoyed, not noticed...

And unless you actually know the modern achievements of the age-old art of brewing, you can scarcely guess the infinite pains, the skill, the attention to every detail, that go into the making of a truly great beer. It is this care and skill, raised to a superlative degree, that give one beer such a famous flavor—a flavor so distinguished, so delightful that whatever the occasion you will always be *proud to serve* SCHLITZ.

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for that famous flavor

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MILWAUKEE, WISCONSIN

HATS

MEN SET THEIR OWN FASHIONS WITH CREASING AND TILTING

Every year American men spend 75 million dollars on their own hats. On their wives' hats they spend annually 200 million dollars. While untrammelled self-expression is allowed the women, whose head-gear ranges from nightmarish lunacies to creations of beauty, men confine themselves largely to drab, standardized hats which have not altered much for 50 years. Only in the custom of creasing can a man express his individuality, his finer feelings. While following a few general styles no two men pinch and dent their hats exactly alike.

A crisis faced the hat industry in 1933 when a hatlessness vogue cut sales 50%. The hatmakers saved the day for themselves by calling the bareheaded men sissies, bullied them back into buying hats.

Style experts decree that stiffer hats like derbies, Homburgs and topplers should never ride back on the head, but may be tilted slightly to one side. Soft felt hats, however, must tilt backwards, although the front brim should be snapped down. Beware of exaggerating these rules.

Just as the common soft felt hat, first popular for sports only, gradually replaced the derby for everyday wear, so the jaunty Tyrolean sports hat from Austria (*right*) is being seen more on the street today. Perkiest feature of this rough green felt with a rope hatband is the "Shaving Brush" ornament. The hat costs \$10, the brush \$2.25. Most brushes are made of badger hair, horsehair or skunk bristles. Originally they were worn as hunters' trophies.



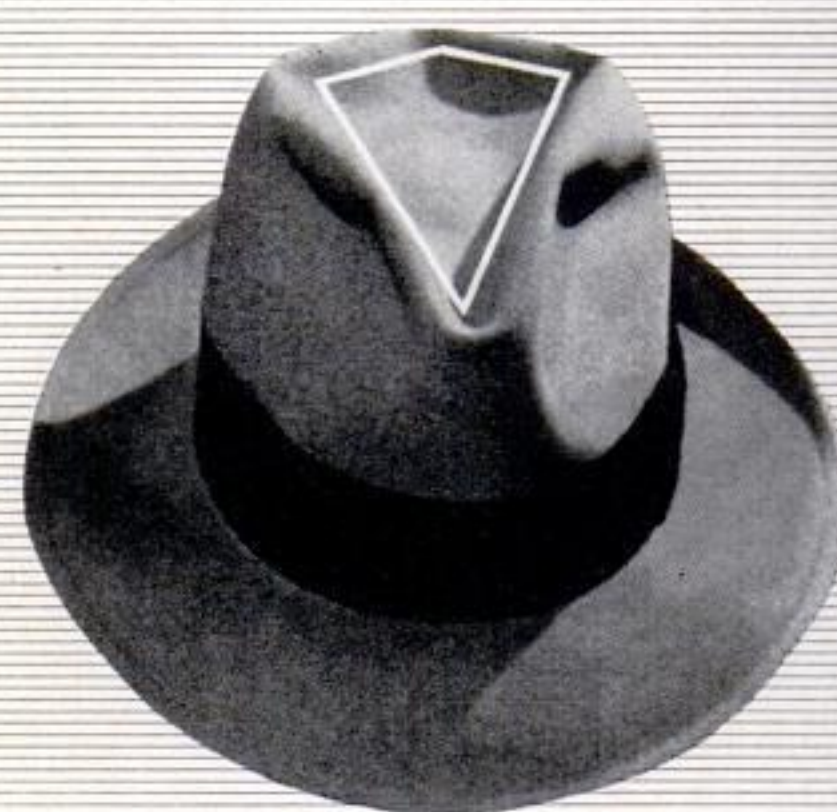
Of all hat-creasers, 85% favor this crown shaped like a piece of pie. A typical younger man's hat, this style costs \$5.



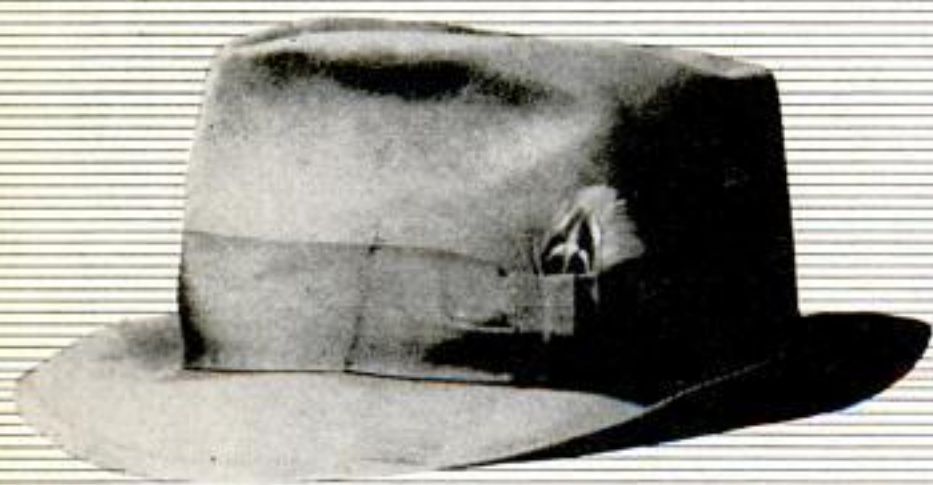
Yalemen, seemingly more flat-headed in back, wear same style hat as shown at the left, but crease it like a triangle.



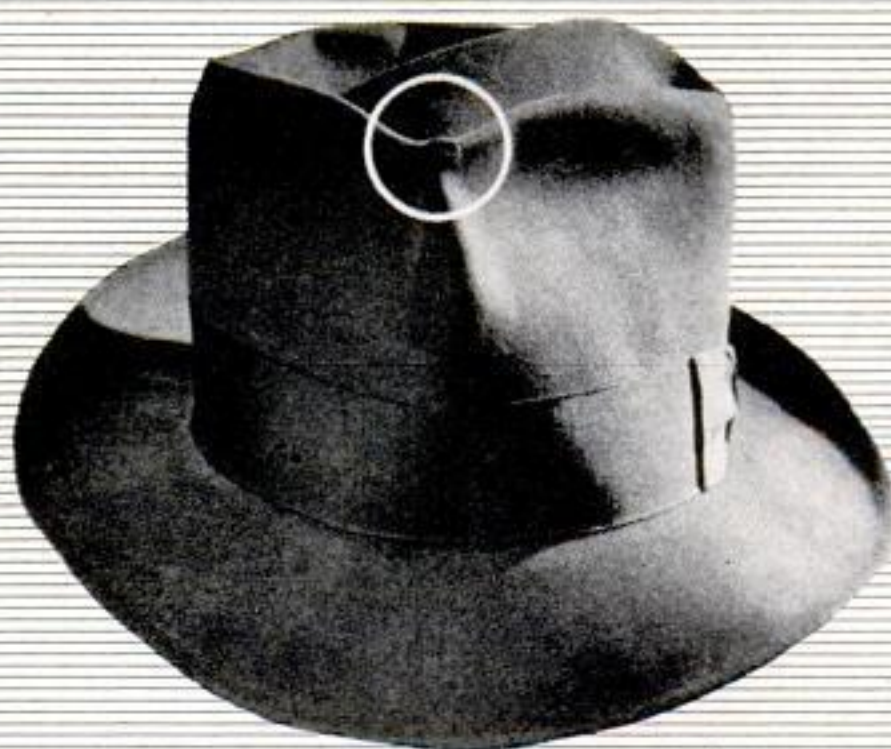
The fine art of hat-creasing is practiced on this \$10 style (*below*). The kite-shaped crown is pointed fore and aft.



Harvard undergraduates buy good hats like this (\$10), stick a pheasant feather in band, and wear them proudly forever.



The Harvard hole eventually appears in front from much creasing. Some men enjoy wearing disreputable headgear.



The Harvard twist is often resorted to by old-hat lovers to hide the front hole. But a new hole inevitably appears.



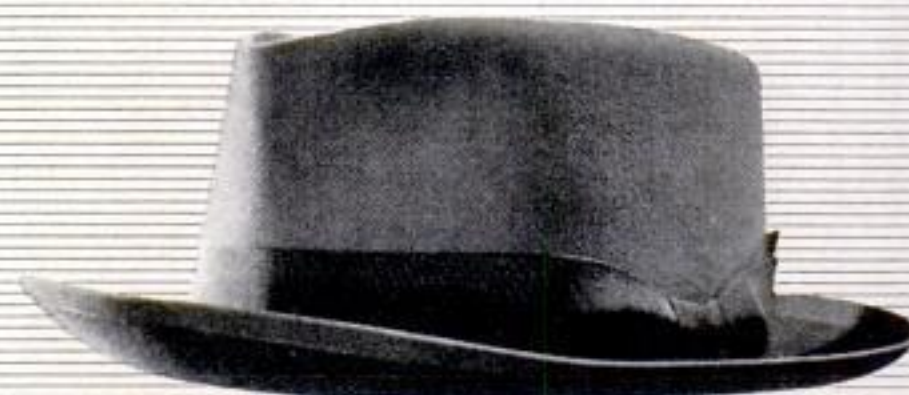
Homburg (\$2.95 to \$40), worn mostly by businessmen, is so named because Edward VII introduced it from Homburg.



Older businessmen also favor this \$2.95 to \$40 hat with off-the-face brim, one center dent, and one dent on each side.

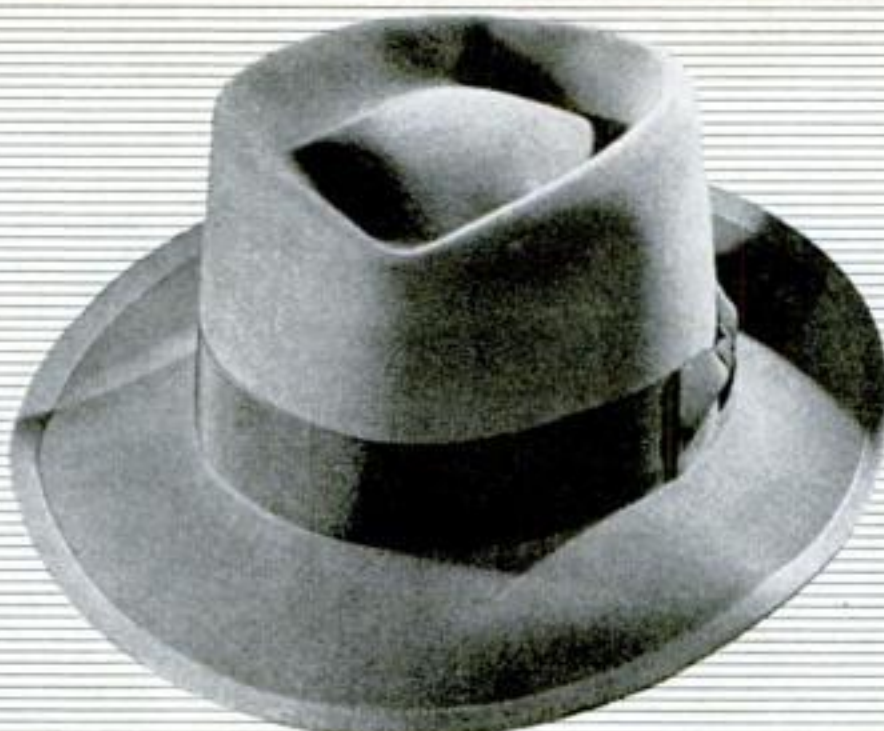


Prep-school boys often fancy this \$5 hat with brim turned up in front like the kind a country bumpkin might wear.





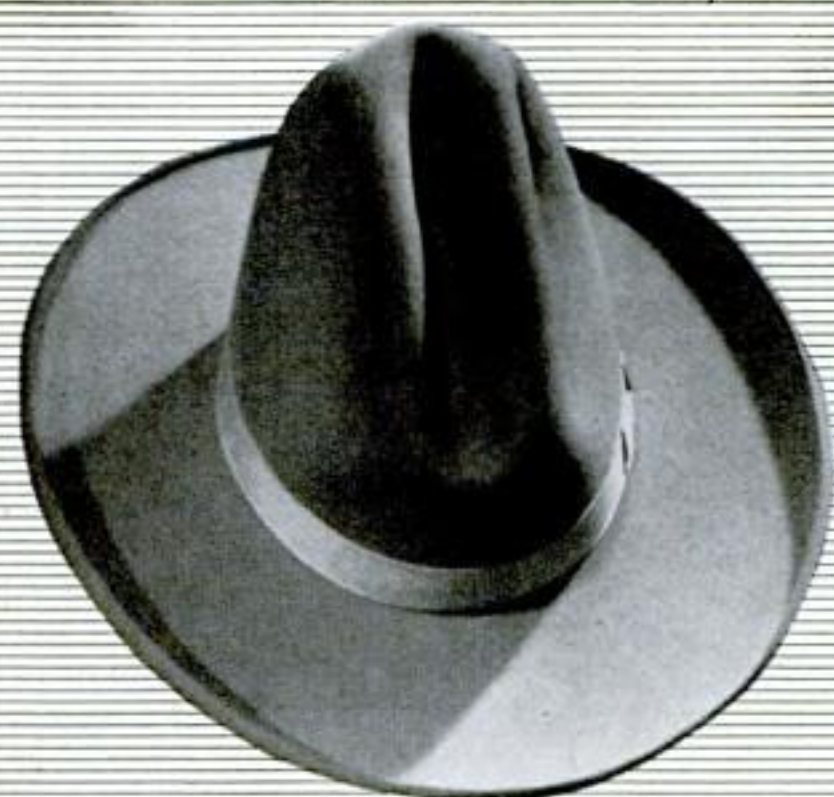
For grouse shooting and country life, favorite English hat is this \$5 "Pork Pie." Americans saw it, tried it, discarded it.



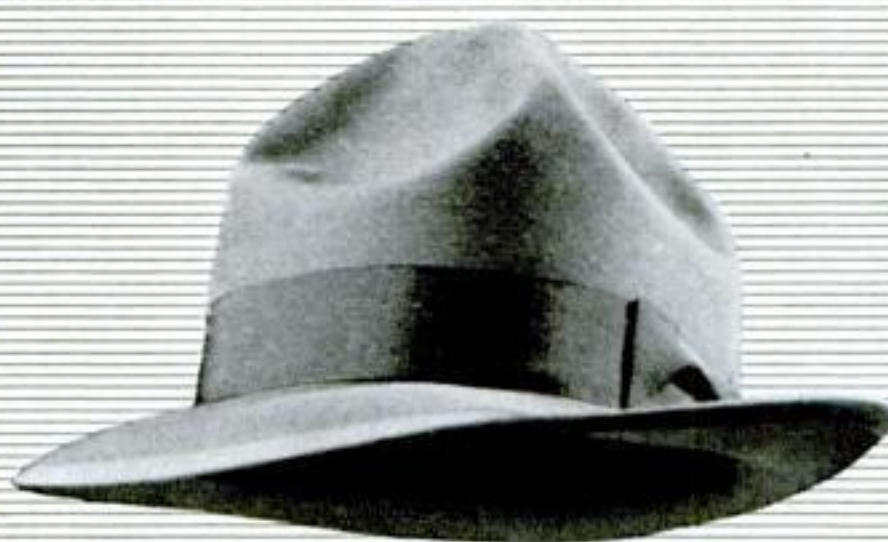
"Pork Pie" influence is shown in a partly-rounded crown, worn here in a few colleges, but never common. Price \$5.



Rakish and distinctive is this \$15 felt with brim rolled up at side, worn by Jimmy Walker and late O. O. McIntyre.



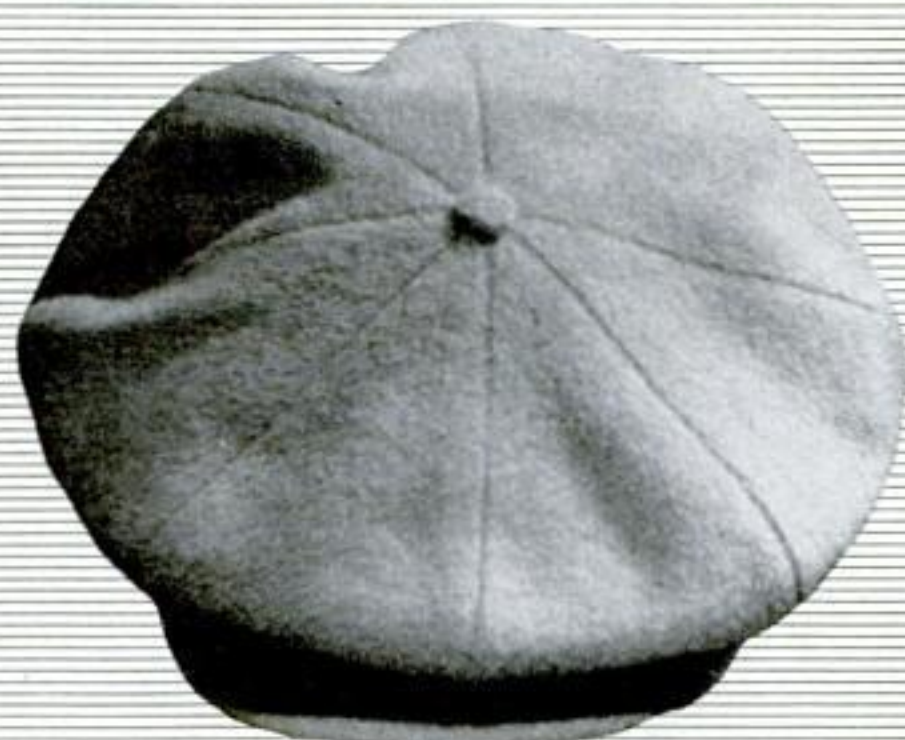
Well-dressed Montana cowpunchers traditionally wear this Stetson often made to order and costing from \$16 to \$75.



Well-dressed railroad men in car yards wear this "Montana Peak." It has four dents around crown, costs \$7.50.



Best-seller of all men's hats is this \$2.95 quality. The trend in soft felt crowns is up in front, down in back.



Most expensive cap is standard eight-piece style, made of fabric from South American vicuña (llama). Price \$25.



Caps are returning due to a promotion campaign of the United Hatters. This standard one-piece style costs \$2.50.



Symbol of respectability is this bowler hat, or derby. It should never be tilted back on the head. Price is \$20.



Symbol of swank is a topper (\$9-\$30), which is ideal for society weddings, elegant Easter strolls, magicians' rabbits.



English cabinet ministers and sports-lovers alike wear this \$22 gray topper on gala occasions like the Ascot races.



At the opera, nothing can beat this \$9 to \$26 collapsible affair whose inside springs fold it into a handy pancake.

CONTINUED ON NEXT PAGE



Why men, inevitably, will come to SCHICK Shavers

● Some men will use straight razors until they die. Others persist in shaving with safety razors. There are types of men who will try all kinds of shavers before they finally and inevitably come to the Schick Shaver.

Electric dry shaving is here to stay. It is destined to be as certain a part of our lives as radio and telephone. Die-hards may postpone the joys of dry shaving, but the day will come when practically every man who shaves will be freed from "blades, lather and scraped faces."

Why should men use Schick Shavers?

Schick patents, with eight more years to go, embody the vital principles of dry shaving—the absence of sharp cutting edges, cutting *underneath* a thin guard plate, a combing edge to pick up closely lying hairs and guide them into the cutting slots and shaving with-

out any possible injury to the skin.

Schick who invented the shaver, Schick who created the industry, marches on far in the lead with a single, unchanging purpose: To bring the pleasure and comfort of dry shaving to the millions at a price consistent with the fine precision of the machine and the service it must render.

The standard Schick Shaver is now \$12.50

When the first Schick Shavers were sold, the price was \$25. Later, this price was changed to \$15. Now it is \$12.50—all these steps being part of a plan made by Colonel Schick years ago. Look to Schick for new developments in dry shaving—for constantly improved mechanism—maintaining and increasing leadership through keen competitive conditions and many conflicting claims on dry shaving.

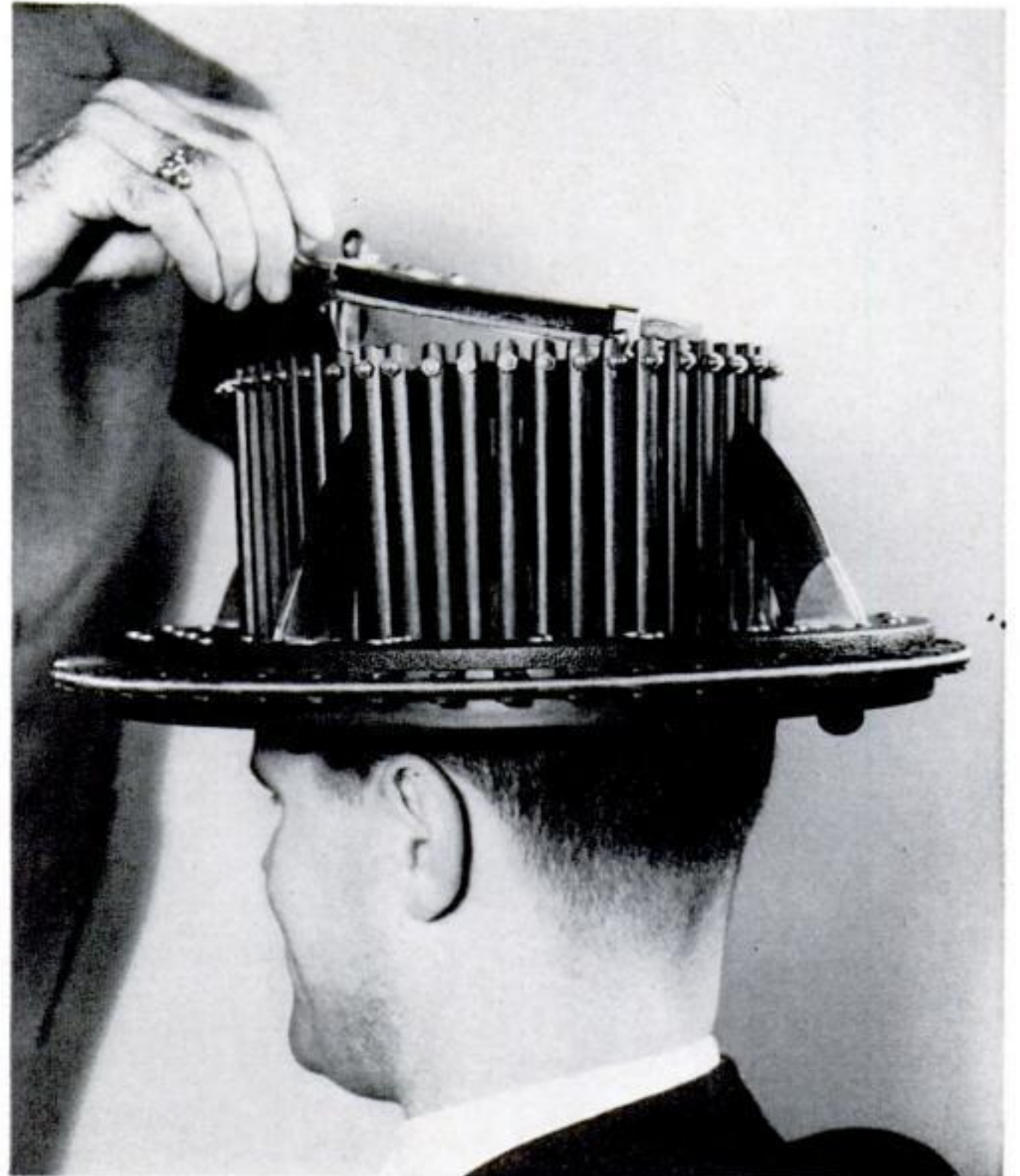
For "Schick was first, Schick is first."

SCHICK SHAVER

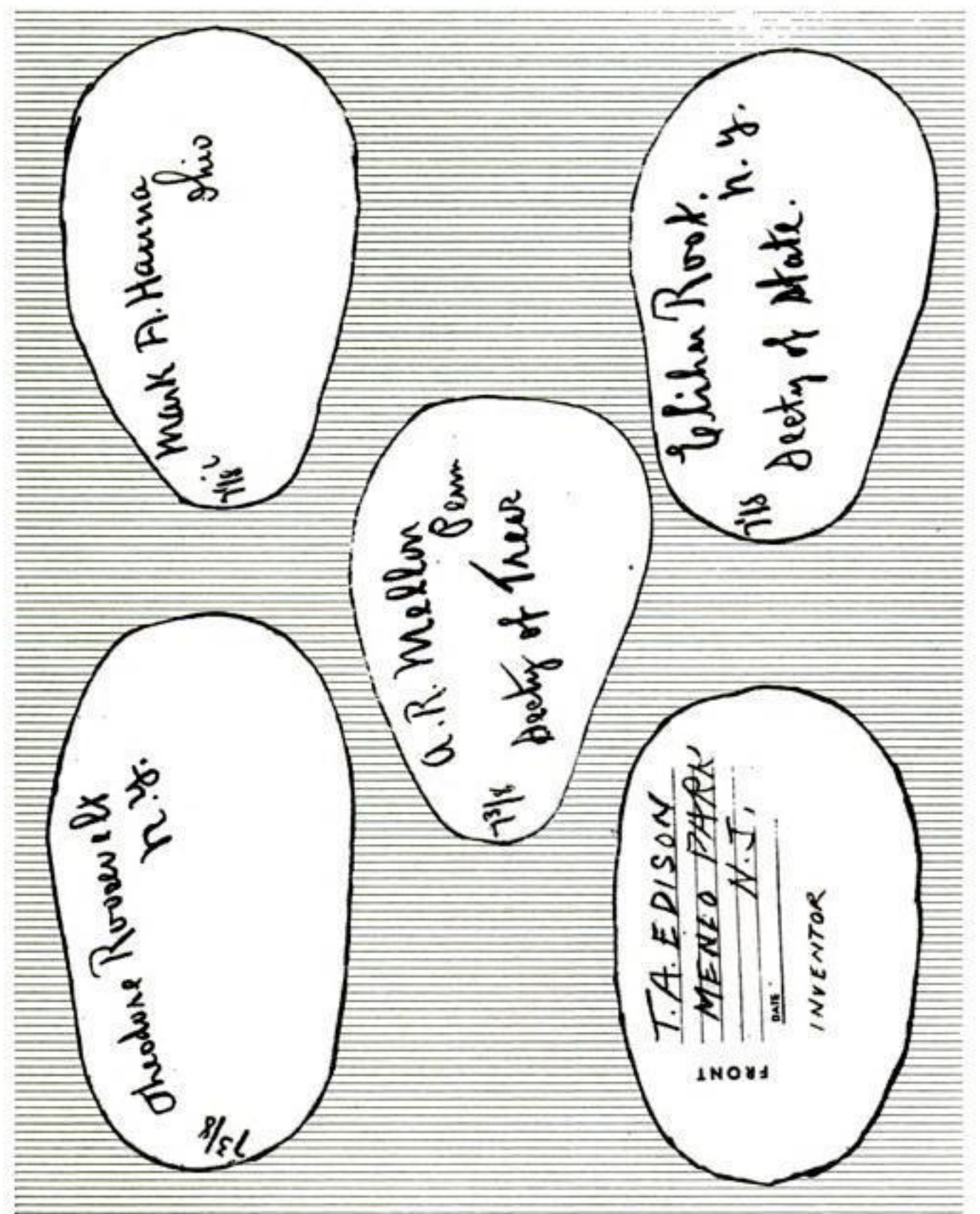
SCHICK DRY SHAVES, INC., STAMFORD, CONN. Western Distributor: Edises, Inc., San Francisco
In Canada: distributed by Canadian General Electric Co., Limited

Schick Dry Shaver, Inc., has no connection with the Magazine Repeating Razor Co., which manufactures and sells the Schick Injector Razor

GREAT MEN LEAVE THEIR HAT SIZES BEHIND



This crazy-looking contraption measures extraordinary head shapes for men's hats. The picket fence adjusts to fit the head, gives the hatmaker exact contours.



Five famous heads are recorded, above, by these paper patterns. Medical scientists say that usually the shape of a head does not indicate character or intelligence.



**“I like ‘em *Tall*”
said Mr. Wicker**



And believe it or not, the lady by his side (five-feet-two MRS. Wicker) *smiled*. And nodded.

She likes ‘em tall, too. Tall, golden glassfuls of Pineapple Juice. Canned Del Monte’s way.



She prefers to sip it daintily from etched glassware. But (home late from the theatre one night) she rallied ‘round the refrigerator and drank delicious deep draughts—from a *coffee cup*, of all things.

Just goes to show you the witching come-hitherness of Del Monte Pineapple Juice — about the most appealing, fresh-tasting bracer that ever braced anybody.

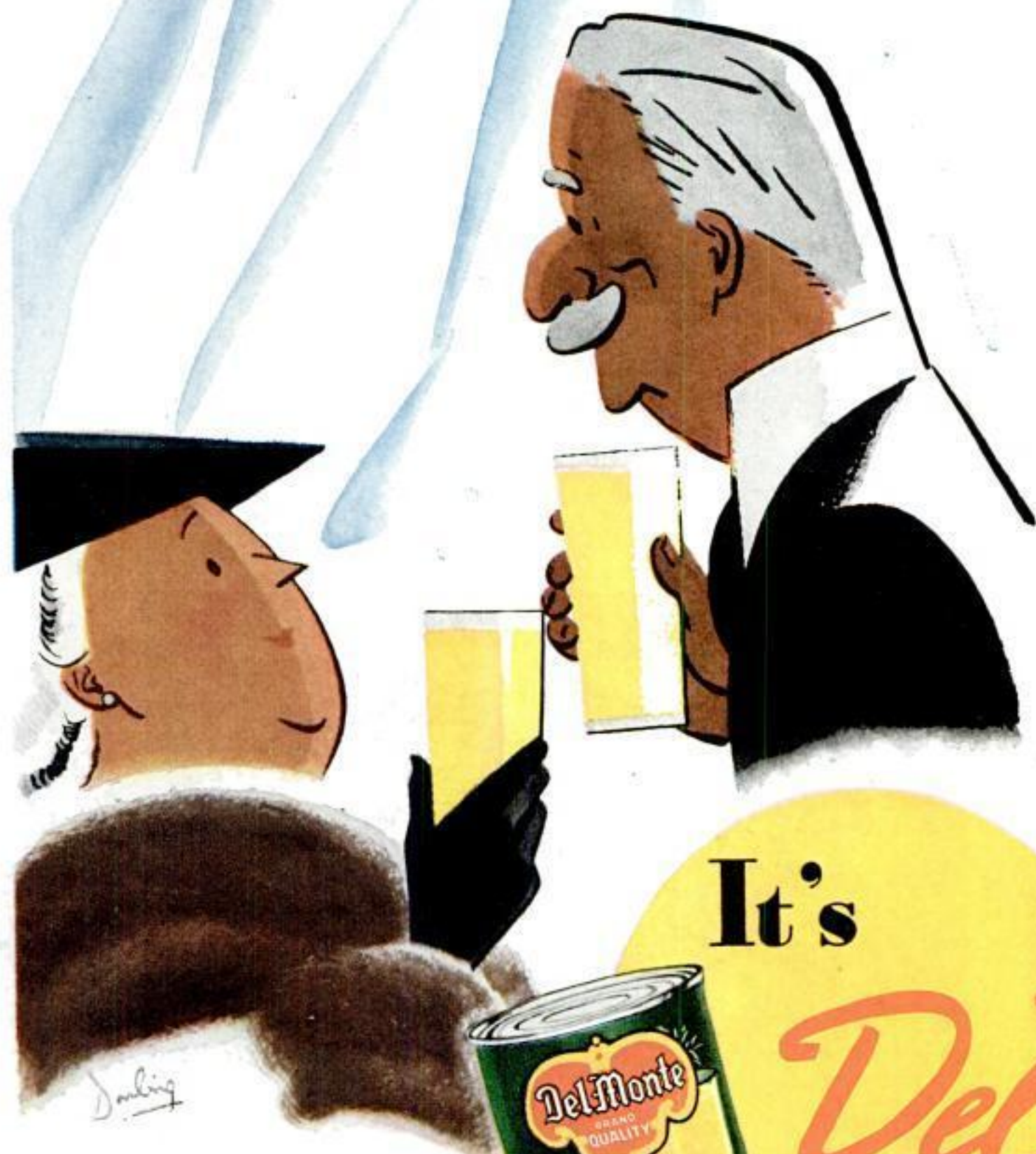
And that’s exactly what Del Monte planned. Using none but social register pineapples—big, juicy ones grown placid and bulging with rich, sweet flavor under streaming tropical sunshine. Once they’re *gloriously* ripe (not a whipstitch before) off they’re carted to spotless canneries.

Then de-juiced and sealed—fresh, natural, unsweetened—in about a *tenth* the time it takes Mr. Wicker to play the front nine (when he’s really grooving them). That’s how important flavor-freshness is to Del Monte.



No wonder “tall ones” are a rite with the Wickers. A salute to enjoyment—to refreshment. Morning—noon—between meals. Always Del Monte, of course.

Because—*like you*—the Wickers want the best!



It’s

Del Monte

Pineapple Juice

AN ALBINO GIRAFFE IS SEEN BY MAN FOR THE FIRST TIME AND PHOTOGRAPHED IN COLOR

Superlative trophy of the Macnab-Snyder expedition was a brief sequence of 16-mm. color film depicting nine or ten minutes in the life of an animal no man had ever before seen: a huge albino giraffe, snow-white from hoof to horn.

It was on June 13 that Colonel Macnab first sighted this zoological freak in the remote plateau country of Western Kenya. That night he recorded the event in his diary: "We stopped on a high ridge and I saw something that wasn't so. I put my field glasses on it and still saw it and still did not believe it. I asked Sid to take a look and tell me about it. Sid looked and said, 'Hell, there ain't no such animal.' 'What does it look like?' I ask. 'It's a snow-white giraffe,' says he. 'Thank God!' I exclaimed. 'I thought it was delirium tremens!'"

They tried to follow the white giraffe but, alert and shy, it kept well ahead of its stalkers, finally disappeared in the wilds toward Tanganyika. Colonel Macnab bade it farewell, realizing the chances were faint that the albino would ever reappear. But two days later on the evening of June 15: "About a mile from camp I blinked my eyes. . . . It was the white giraffe. He had another one (*see below*) with him and they both took to the woods. But by some fancy driving we herded them out into the open and got some dandy pictures of them."

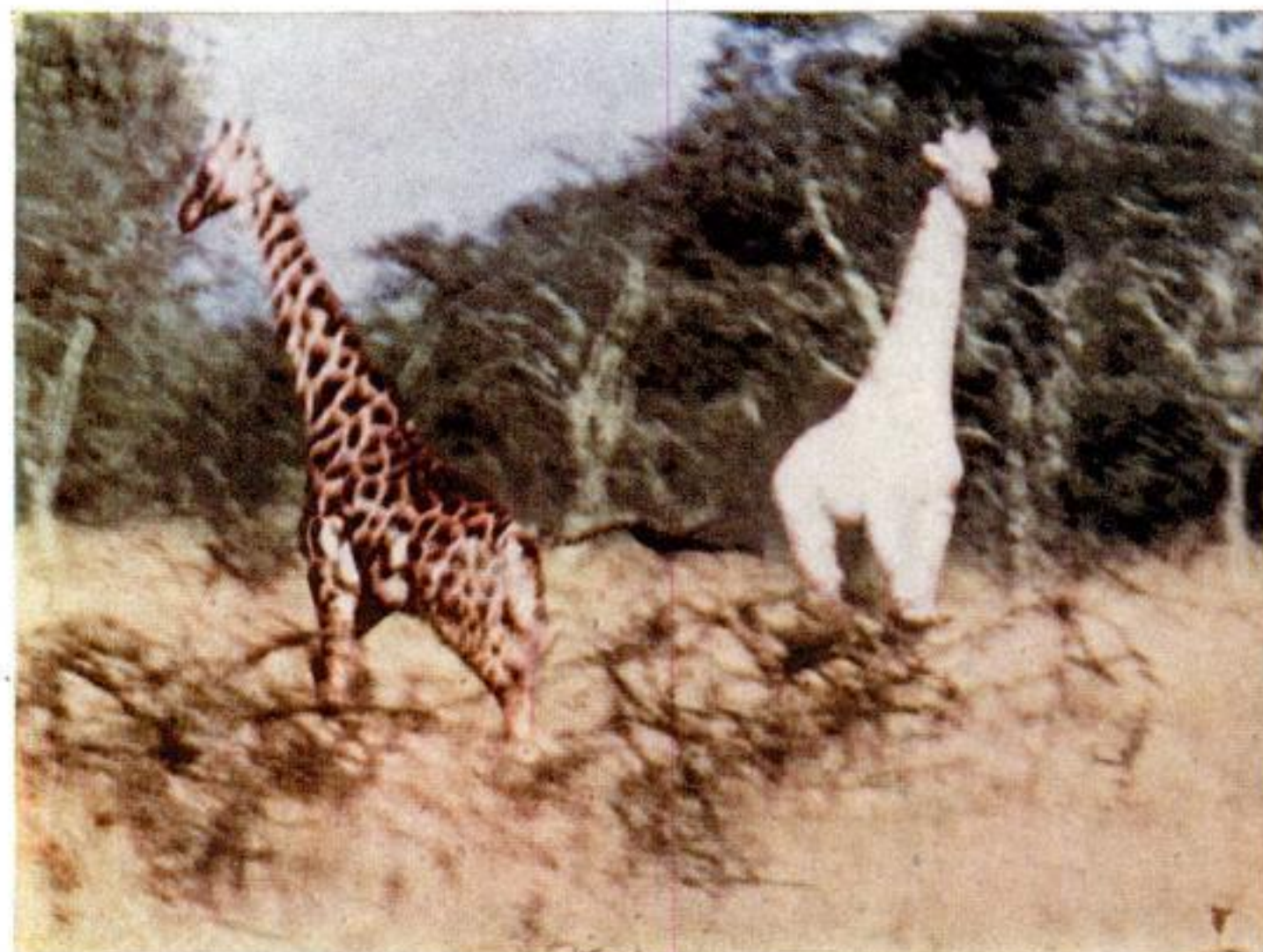
Back in Nairobi Colonel Macnab reported his experience to the Game Department of Kenya. The commissioner promptly issued an edict drawing the mantle of government protection around the colonel's albino and enjoining all hunters entering the game country from harming in any way the rare creature which is now an official ward of the British crown.



Inquisitive, the albino giraffe eyes the camera. Colonel Macnab, by comparing this huge white bull with a specimen he killed several days previously, estimated his height to be in excess of 18 ft.; his weight, over 4,000 lb.; his legs, 6 ft. 9 in. from ground to brisket.



Suspicious, the albino retreats into the bush. Full grown, this bull and other wild African giraffes greatly excel in strength and stature specimens that are generally seen captive in zoos and circuses. A giraffe this size could hardly be captured or exhibited alive.



Undecided, the albino pauses while another adult bull crosses the picture. Either of these giraffes would be more than a match for any lion who ventured within kicking range. Lions, both shrewd and lazy, seldom molest them, finding plenty of easier game on the veld.



Retiring, the albino and his friend bound downhill like errant church steeples. Vegetarians, giraffes eat tree leaves to avoid stooping, spraddle their legs awkwardly when drinking. Dark spots visible here on the albino's back are probably rudimentary markings.



This lazy lion lay underneath a tree in Tanganyika while the Macnab-Snyder truck drove up close. Col. Macnab wanted to get a picture of the lion standing but the beast, instead of getting up, yawned, went to sleep, kept the expedition waiting for the picture until he woke.



Five hungry lions were lured before the Macnab camera by a dead gnu which had been dragged behind the car until the lions got the scent. When they began to stalk the truck, the carcass was cut loose, the lions pounced upon it and the Colonel got this exceptional shot.



Biggest elephant ever shot was the report on this toppled pachyderm, brought down by Harry Snyder with one shot. He stood 12 ft. 4 in. high, weighed about seven tons. Snyder spotted him in Southeastern Kenya, stalked him three miles through the bush to shoot him.



The ivory trophies of Mr. Snyder's kill together weighed 213 lb. and made a nice frame for Mr. Snyder's portrait. Behind the ear of this elephant was imbedded a hammered iron bullet such as Arab slave traders used nearly a century ago, now obsolete for 75 years.



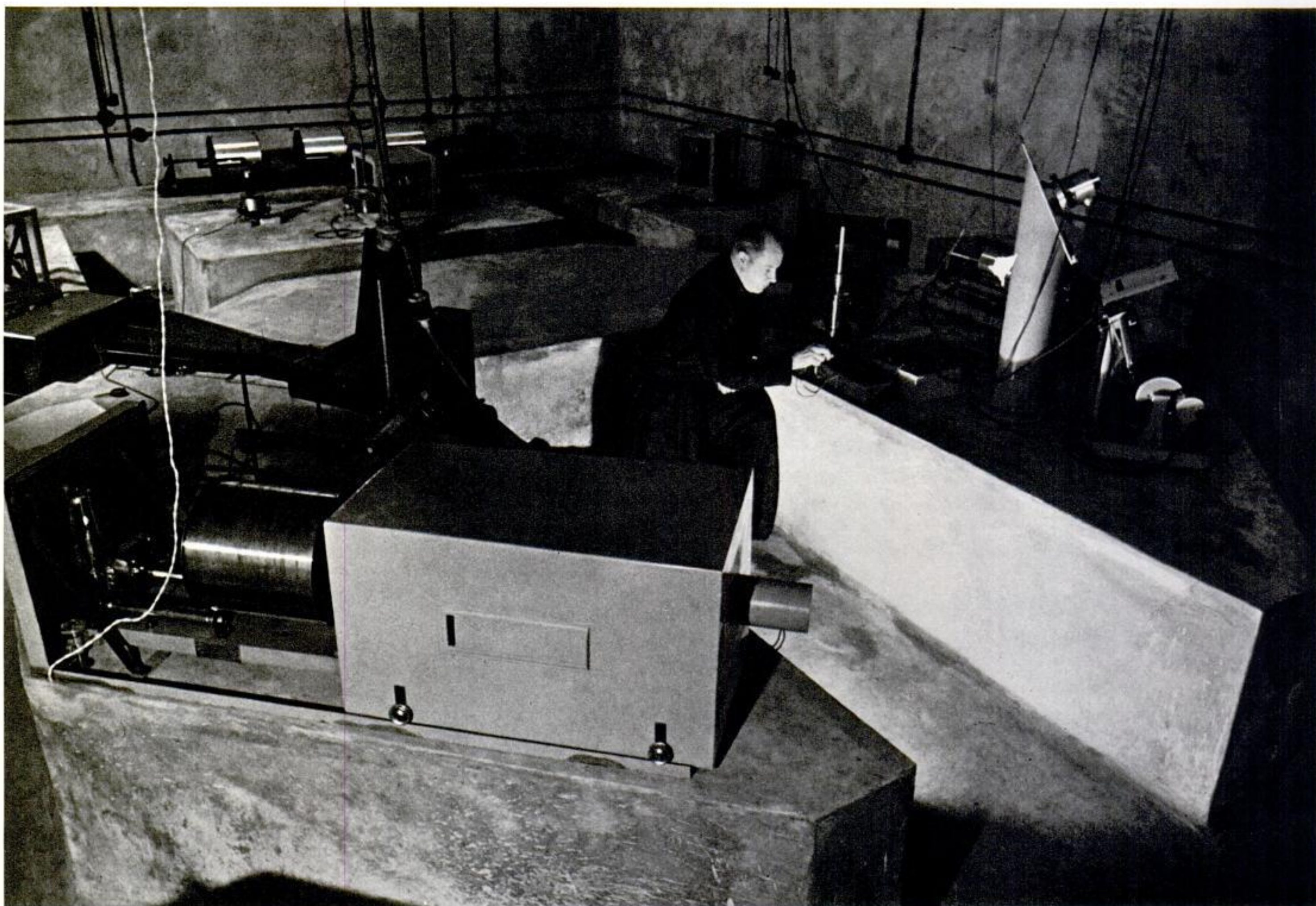
The inevitable souvenir of any safari in Africa is a picture of a bare-bosomed native. This Walungulu girl fled at her first sight of the white men, was coaxed out of the bush by guides, finally posed shyly.

Camera supplemented gun on Macnab-Snyder Safari

The expedition on which these photographs and those of the Albino giraffe were taken was a very modern safari. It traveled along on five big trucks and two half-ton "hunting wagons." The trucks carried 47 natives, who jumped out to cut trails through untrodden bush. They also carried such civilized comforts as tents with canvas floors, stoves and refrigerators which froze ice cubes for drinks.

This safari cost \$25,000, was financed jointly by Harry Snyder and Col. Alexander J. ("Sandy") Macnab. Mr. Snyder owns a big share of the Eldorado mines in Canada's Northwest Territories, richest source of radium on the continent. Col. Macnab is a retired U. S. Army officer, big-game hunter and photographer. With them was George Goodwin, assistant curator of mammals of the American Museum of Natural History.

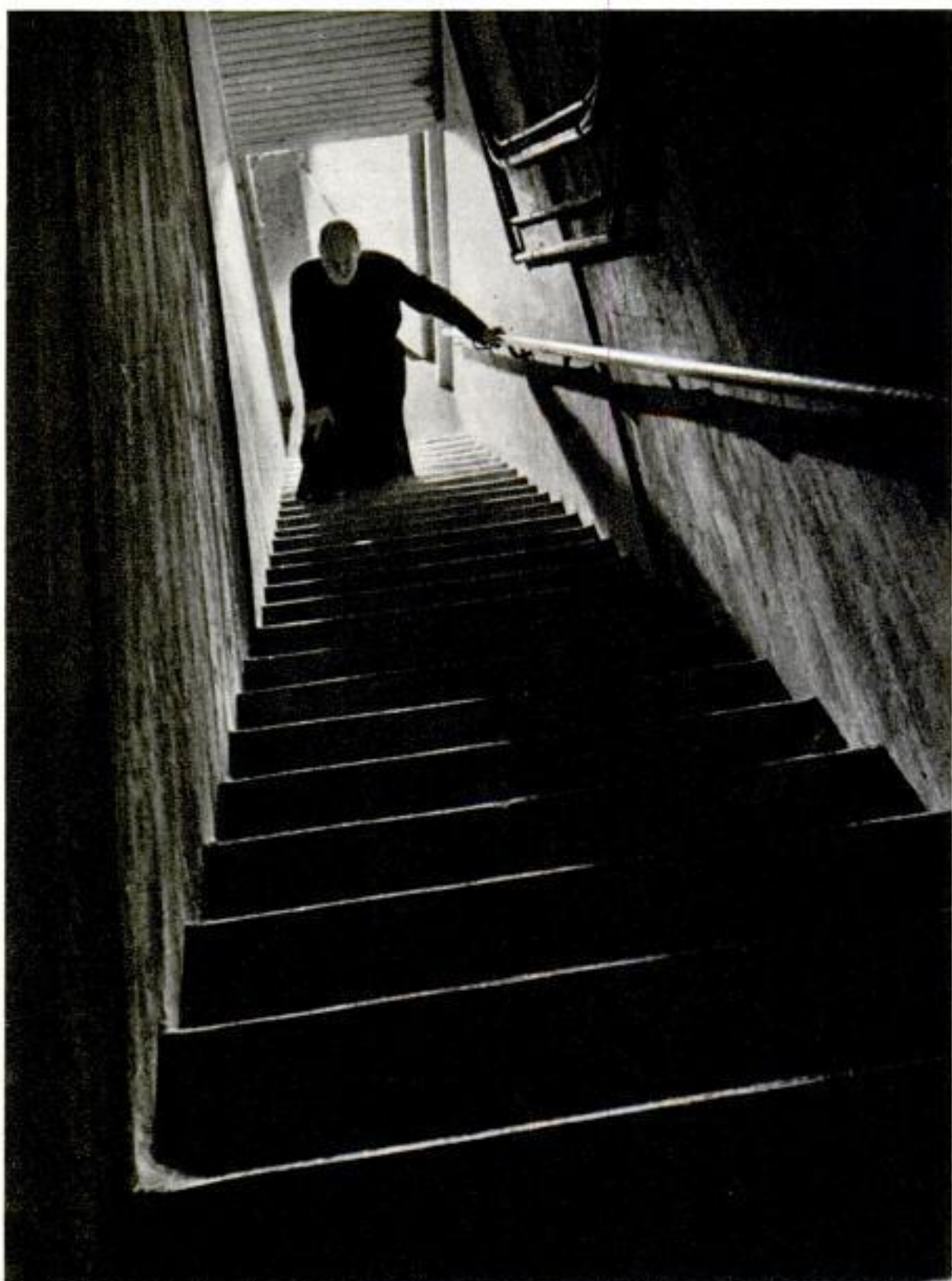
The expedition arrived in Nairobi, Kenya Colony, in April. For 70 days it wandered through Kenya and Tanganyika, shooting and photographing. Each hunter paid \$250 for a hunting license, Snyder and Macnab buying an extra license which permitted them to kill one giraffe, elephant, ostrich and rhinoceros each. Greatest temptation, says Col. Macnab, was to shoot more than the quota of rhinos, who are so stupid that they charge anything they see. Macnab lays the rhino's bad disposition to chronic constipation.



Fordham's nine seismographs are housed in this concrete vault 20 ft. underground. Father J. Joseph Lynch, S.J.,

director of the station, is shown kneeling before a device which keeps recording pendulum from swinging except when

an actual earthquake appears. During operation, this vault is dark save for tiny instrument lights which write records.



Up from the vault comes Seismologist Lynch. A sand mattress separates vault, blasted out of solid rock, from building, excludes surface vibrations.

SEISMOGRAPH RECORDS HURRICANE'S WAVES

Fordham earthquake machine "feels" storm pounding shore

On Sept. 21, a tropical hurricane roared over Long Island, tossed 30-ft. waves into coast towns, and swept destructively on into New England. At the same time, a tiny pencil of light, in the inky blackness of an underground vault nearly 100 miles from the heart of the storm was tracing on light-sensitive paper a record of the mighty battering of these waves on the shore (*see opposite page*).

This pencil of light writes the histories of earthquakes at the Fordham University Seismic Observatory, world's largest earthquake laboratory, in The Bronx, N. Y. There nine supersensitive instruments known as seismographs record every shudder of the earth's surface from the rumble of a passing milk train to a catastrophic earthquake in Japan. When the hurricane waves caused the earth to tremble slightly, little quivers traveled through bedrock to the Fordham campus, set to oscillating a pendulum hung from apparatus resting on solid rock. A mirror connected to the pendulum reflected a beam of light to photographic paper and traced a zigzag path.

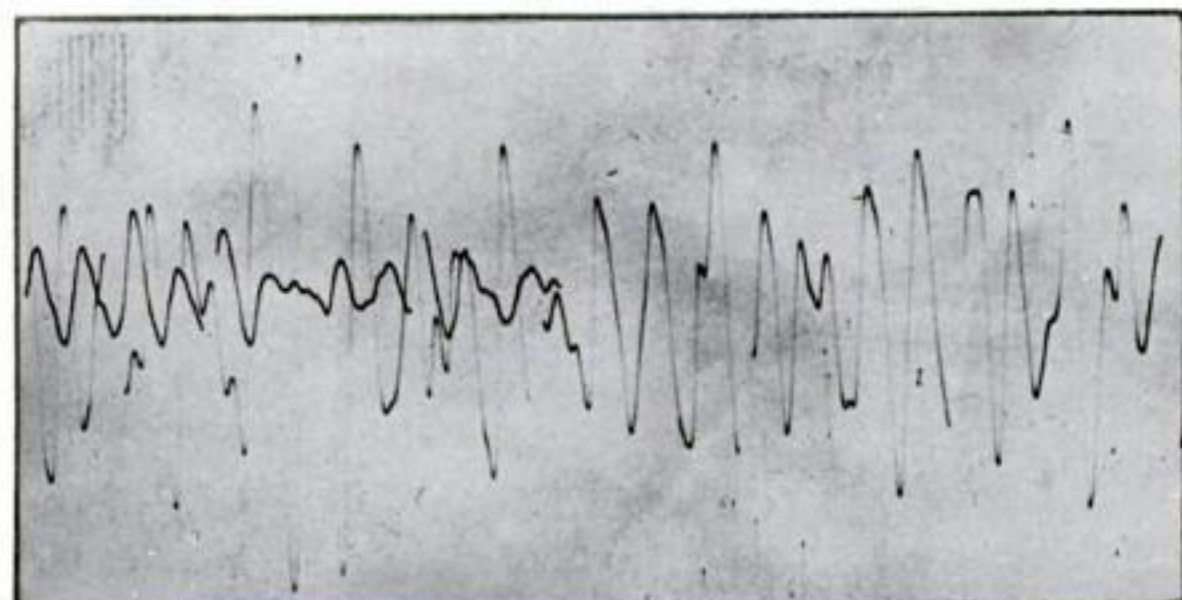
Such sensitive apparatus can record a minor vibration of the earth thousands of miles away, magnify it 100,000 times. Large quakes require less sensitive "secretaries" which magnify 2,000 times the temblors caused by huge layers of rock slipping, half way round the world. Three seismographs used together will show the magnitude of a quake, its duration, and accurately locate it on a world map. Earthquake machines have also been used in prospecting for coal and oil, for designing quake-proof buildings, in yielding new knowledge about the interior of the earth.



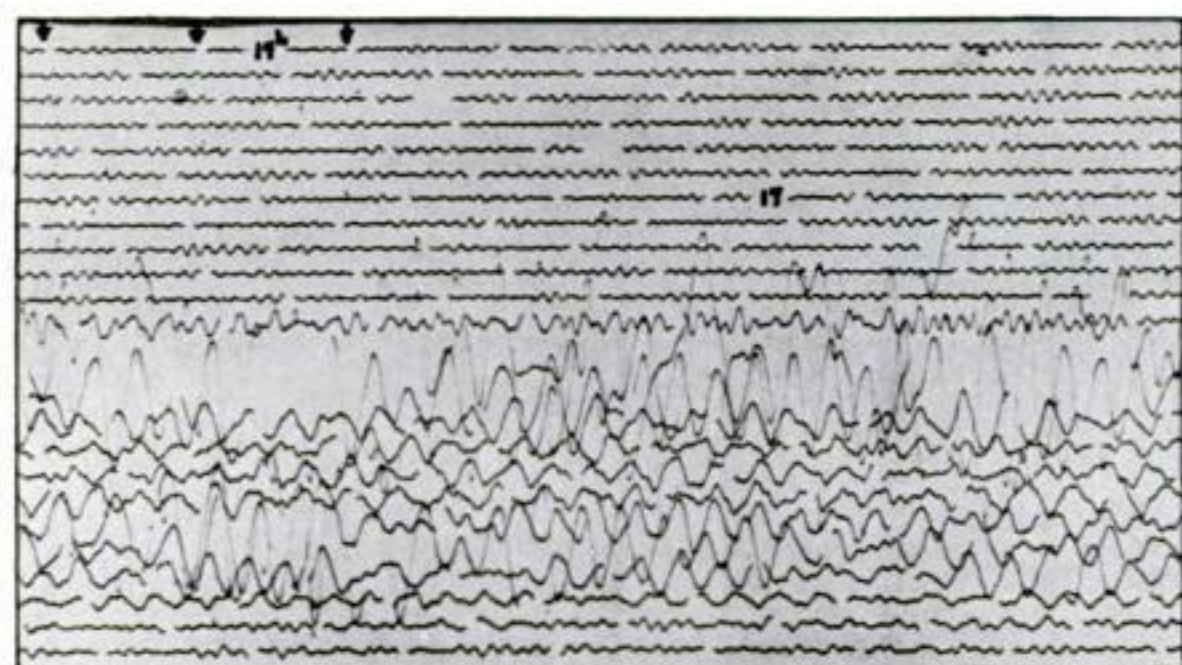
FORDHAM SEISMIC OBSERVATORY



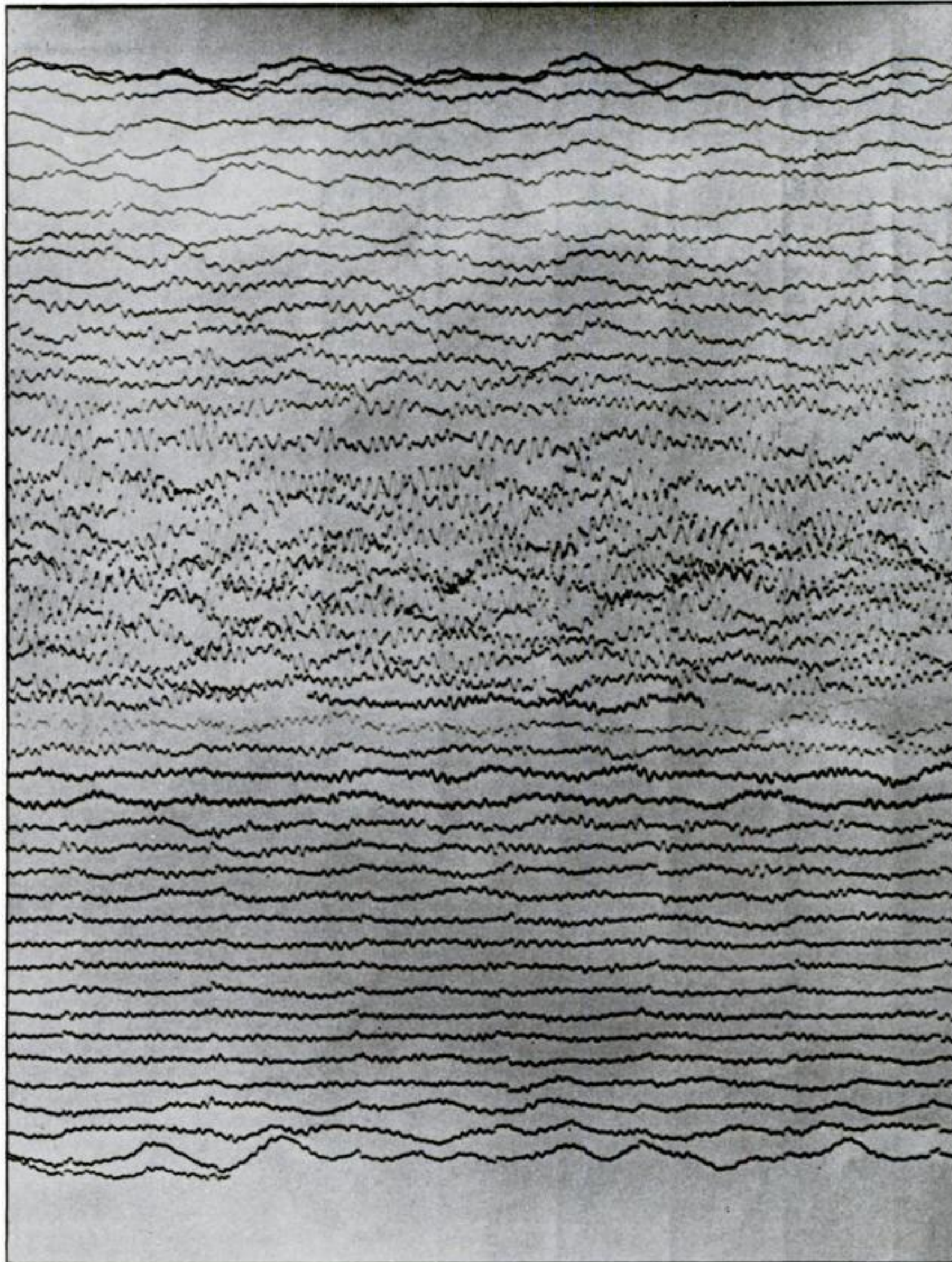
U. S. faults in rock formations are shown on map above. Long line at left is the noted San Andrea fault, responsible for most California earthquakes.



A deep-sea earthquake off the Newfoundland coast in 1929 broke 13 transatlantic cables and produced these jagged lines on Fordham's seismographs.

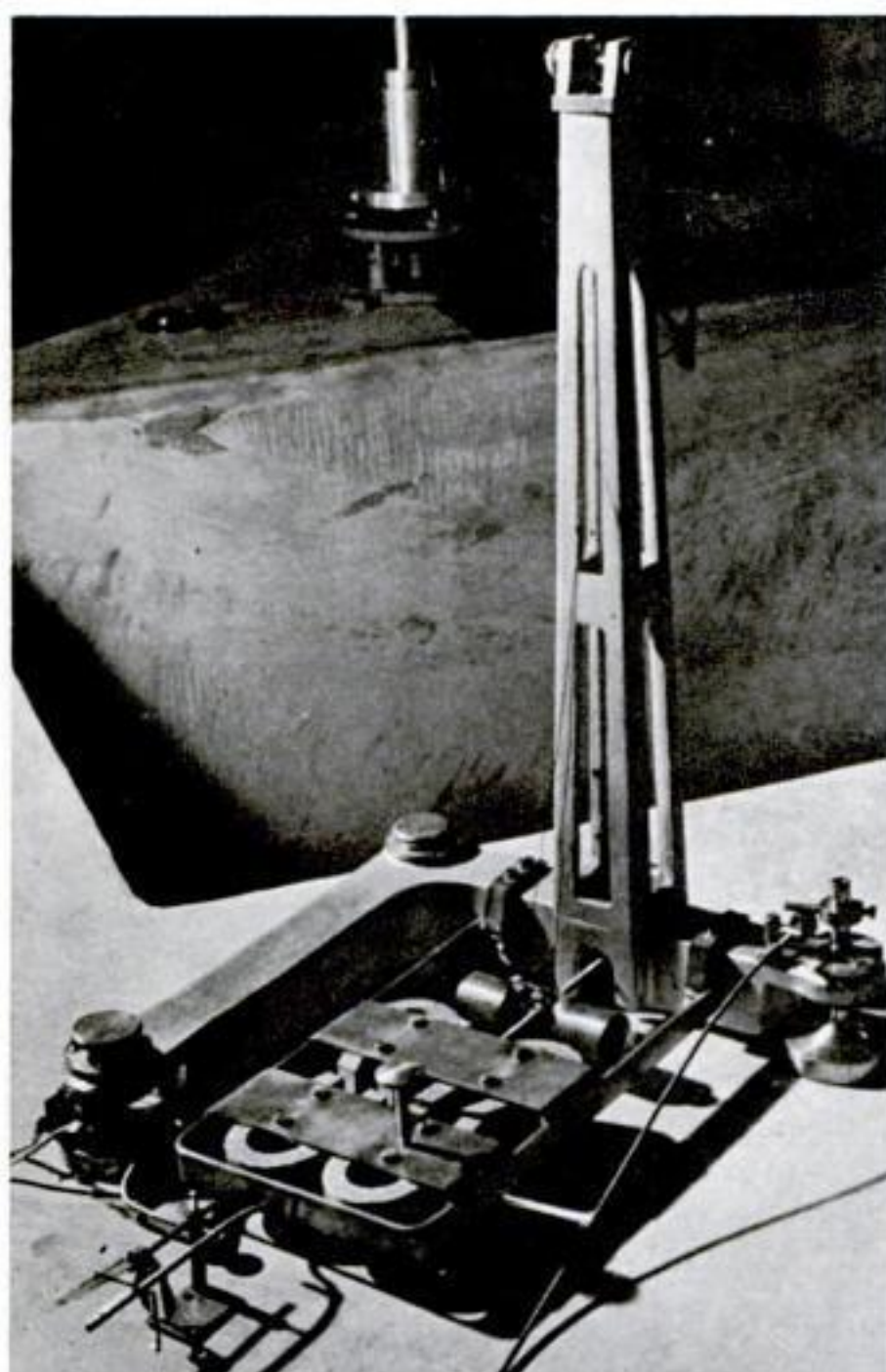


Solomon Islands shook violently in 1931 and Fordham's seismographs obtained this earthquake record, clearest received in 28 years of reporting.

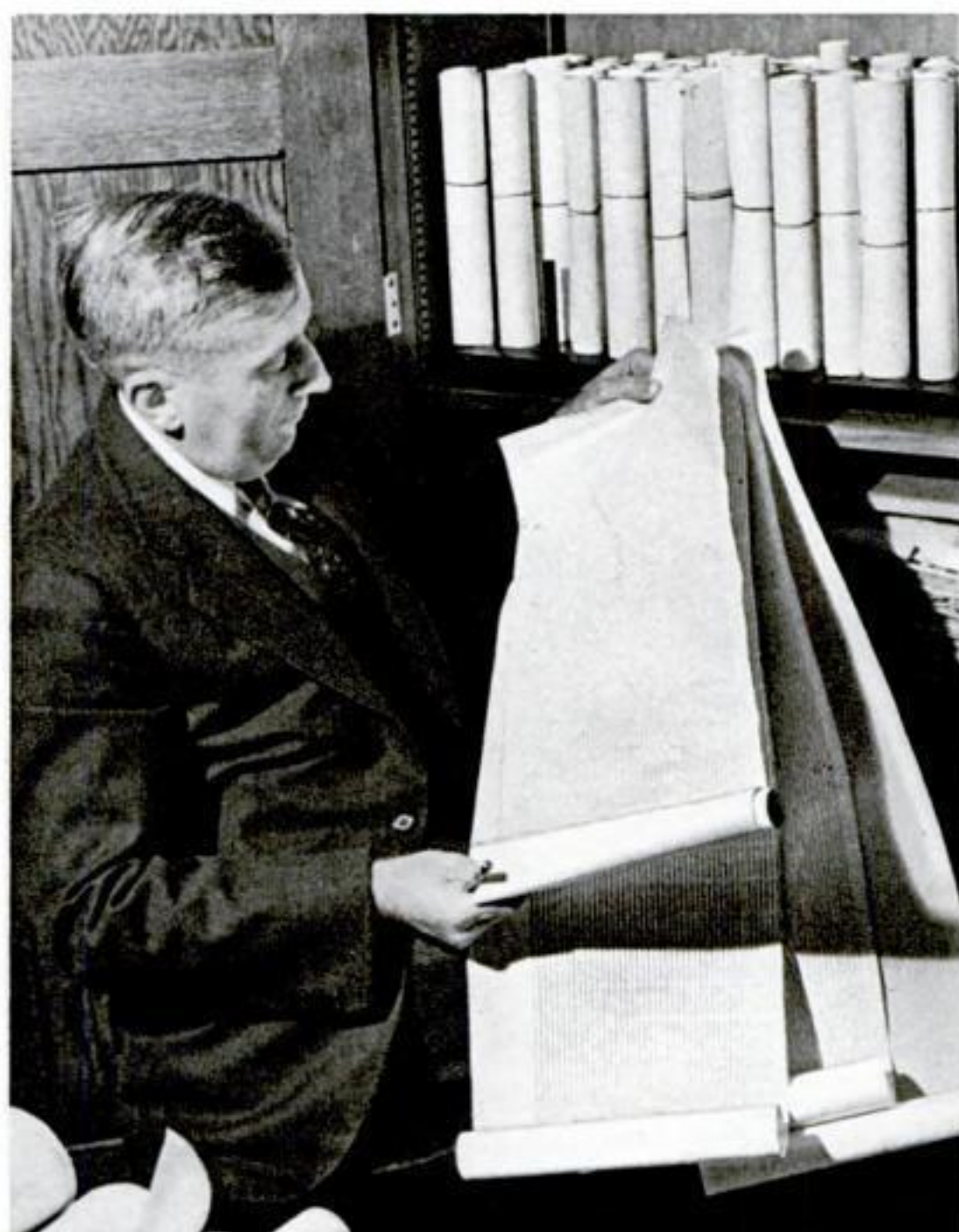


The hurricane of September, 1938, produced the seismograph record above. At top is the rolling wave

caused by city traffic. Little squiggles throughout record are due to earth motions of unknown origin.



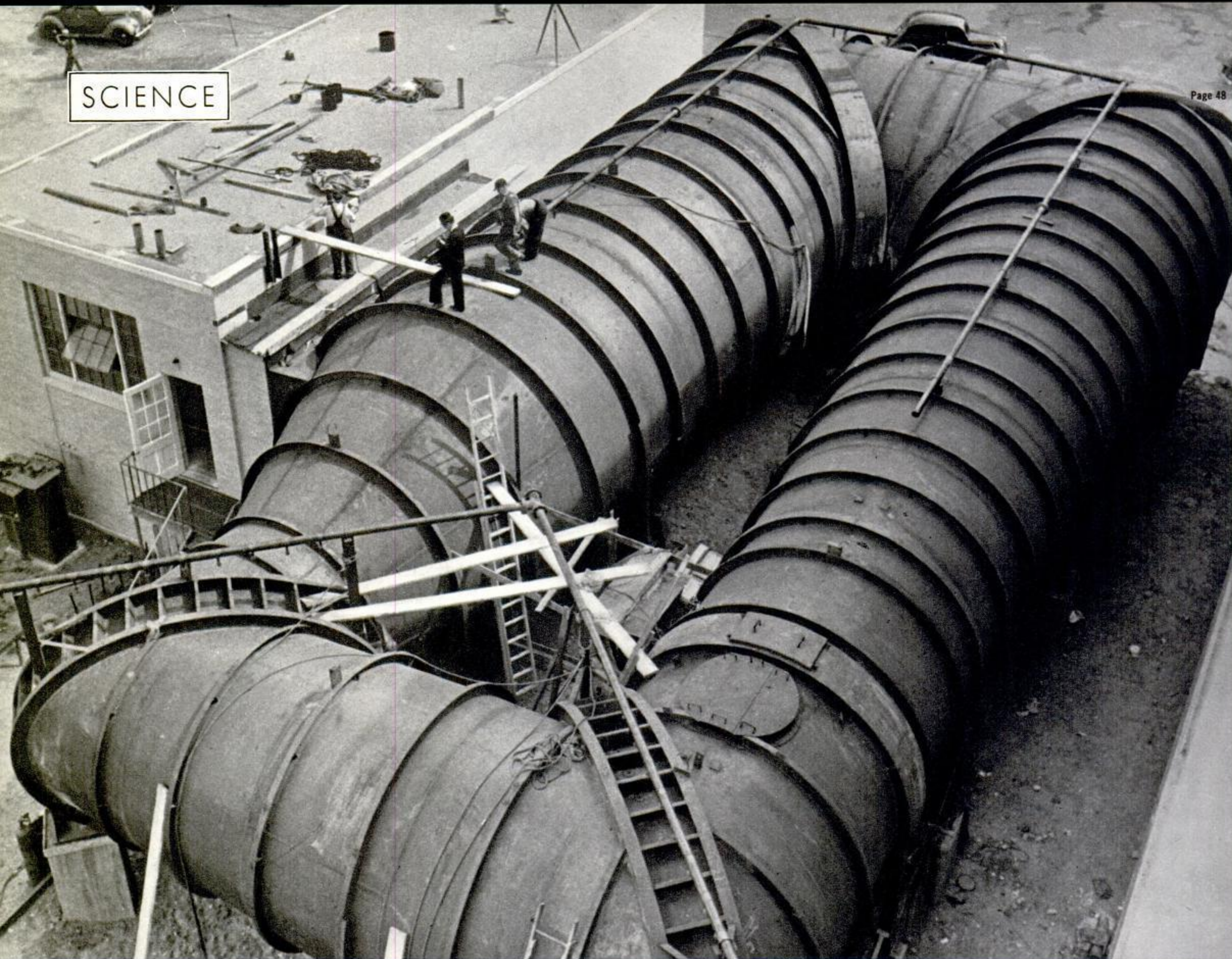
Large quakes may be detected by this seismograph. Pendulum near tower transmits motion to mirror at left.



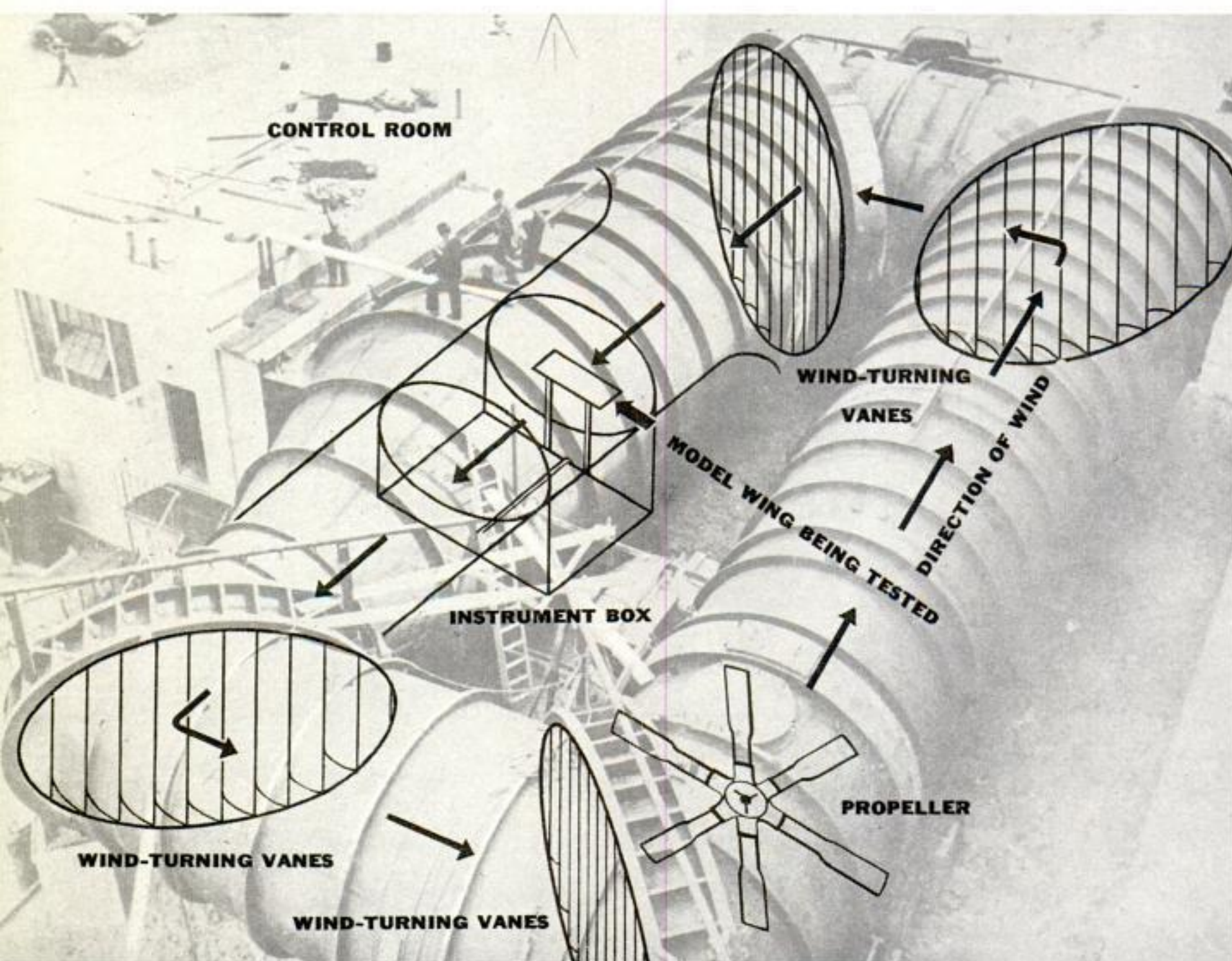
Quakes for one month are represented by these records. An earthquake occurs on the world's surface almost every day of the year.



Small quakes are also recorded by this sensitive Benioff seismograph, which was built in two years.



THE GREAT SIZE OF M.I.T.'S 270-FT. WIND TUNNEL IS SHOWN BY MEN WORKING ON TOP. SUCH A MACHINE COSTS ABOUT \$75,000



This X-ray view of the wind tunnel reveals its working mechanism. The 13-ft. propeller is driven by a 2,000-h.p. motor anchored in concrete beneath it. Airplane parts for testing are mounted in a smaller tube inside the tunnel, thus increasing wind velocities. Vanes at corners guide wind flow.

M.I.T.'S WIND TUNNEL REPRODUCES FLYING CONDITIONS SEVEN MILES UP

Within a year or so transport planes may be flying in the substratosphere, three to seven miles high, far above bad weather responsible for many air tragedies. In this rarefied atmosphere the air resistance is less, speeds are greater, motors more efficient. But when flying levels are raised, new problems in airplane design must be met by aeronautical engineers.

To help solve these high-altitude problems, the first wind tunnel capable of reproducing atmospheric conditions in the substratosphere was dedicated last month by the Massachusetts Institute of Technology at Cambridge, Mass. From this rectangle of steel tubing, air can be pumped out until the atmosphere within is as thin as that 37,000 ft. above sea level—seven miles high. Then a huge, six-bladed propeller is started which drives a 400-m.p.h. tempest around and around inside the steel sausage casing. The tremendous blast, far stronger than the worst natural hurricane, whistles past airplane models mounted on delicate recording instruments. This artificial wind creates great frictional heat which must be dissipated by sprinkling cold water over the inside of the tube, through hollow turning vanes at the corners.

From data electrically transmitted from the tunnel to a control room outside, engineers hope to learn more about high altitude flying, the retarding effects of friction upon wing surfaces, the drag of air seething in the wake of planes, the proper design for propellers.

DIAMOND • T



Now...A *Super Service* 1½-Ton TRUCK!

DIAMOND T means by "Super Service" a truck that will deliver to its owner the utmost in performance, in service of the utmost severity, for the longest term of years, with maximum satisfaction and minimum maintenance expense to the operator.

Ordinary trucks won't do it . . . they're built for *average* conditions. For years Diamond T engineers have concentrated on the need for the finest of truck construction in the 1½-ton field. Model 404 is the result. It carries a *conservative* rating of 12,200 pounds maximum gross weight.

Its engine, with safeguard after safeguard added to it, is built to stand more hard work and demand less attention than any other engine in

\$695

Standard Chassis, at the Factory,
Cab, Body and Dual Tires extra

any other 1½-ton truck in the world. Some of the principal reasons for this stamina are listed below. Your Diamond T dealer can show you many more.

Chassis details are sensational to any truck expert. Take those listed below and submit them to your own drivers, mechanics, shop or delivery superintendent!

Style is Diamond T . . . which assures the smartest vehicle to carry your firm name on the highways.

Because the facts prove that Diamond T offers much more for your money, call the Diamond T dealer before you buy your next truck.

DIAMOND T MOTOR CAR COMPANY, CHICAGO, ILL.
Established 1905

Famous Diamond T Super Service Engine Features . . . Unmatched Diamond T Chassis Engineering!

Full Counterbalanced 2½ in. Crankshaft!

Wear-Proof "Tocco" Electric Hardened Crankshaft-Journals!

Seven Big Main Bearings!

Seven Massive Crankcase Cross-Webs!

All Bearings Precision Type!

Cadmium-Nickel Bearing Metal!

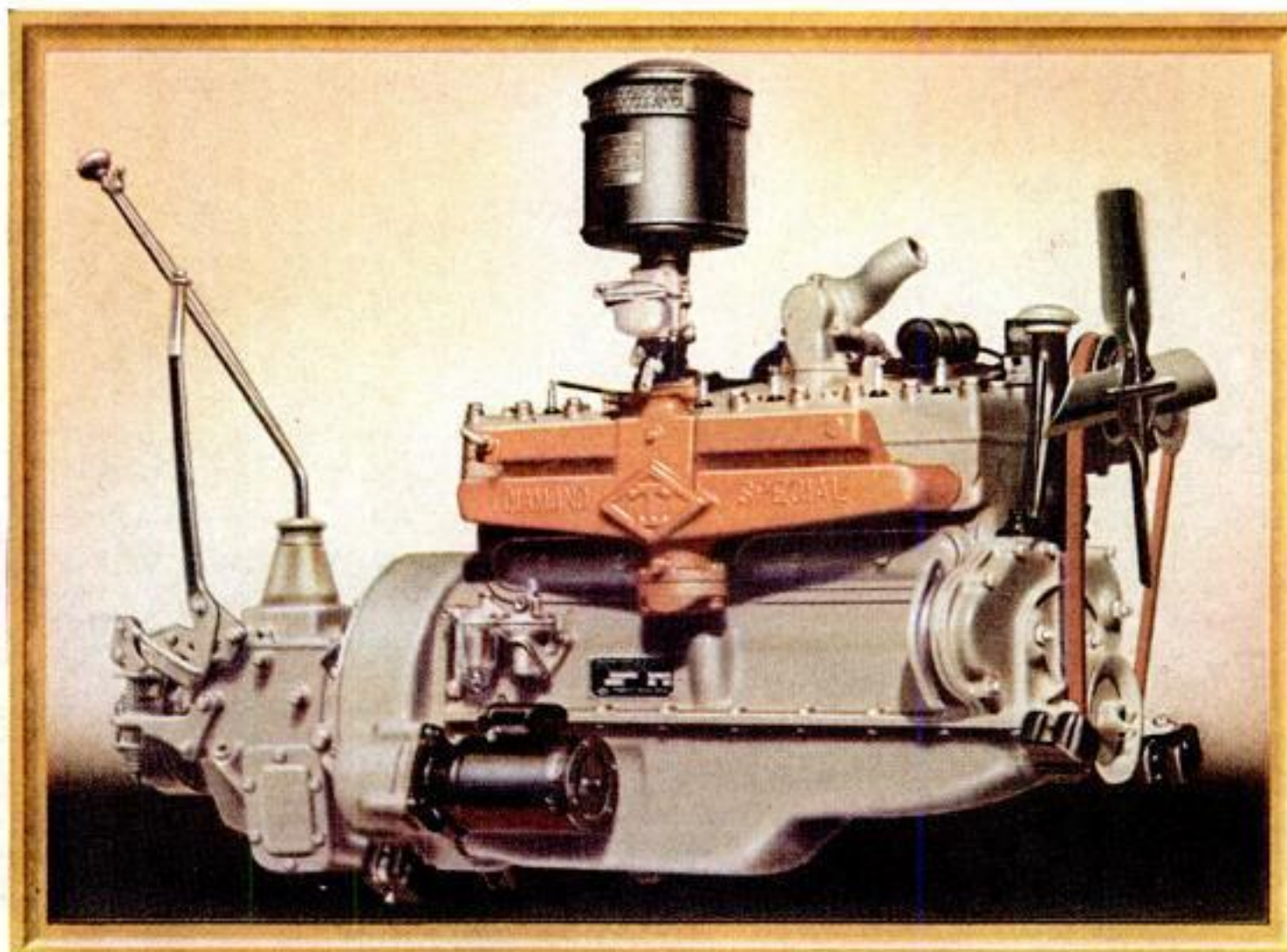
Matched Zollner Light-Weight 4-Ring Pistons!

Full-Depth Cooling!

Pressure Lubrication with All Oil Leads Drilled—no Tubing!

228 Cubic Inches Piston Displacement!

4-point Cushion-cradle Live Rubber Engine Mounting!



Full-Floating Rear Axle, one-piece Forged Housing!

Big Lockheed Hydraulic Brakes, Cast Alloy Iron Drums!

Finest Truck-Type Cam and Twin-Lever Steering for Safety and Effortless Handling!

Extra Heavy Frame, 8½" deep, 3" Flanges of ¼" Stock!

Extra Heavy Rear Springs, 3" in Width, with Helpers, for full loads and Smooth, Easy Riding!

Live Rubber Spring Shackle Bushings—no Lubrication—Contribute to Quietness that is Famous!

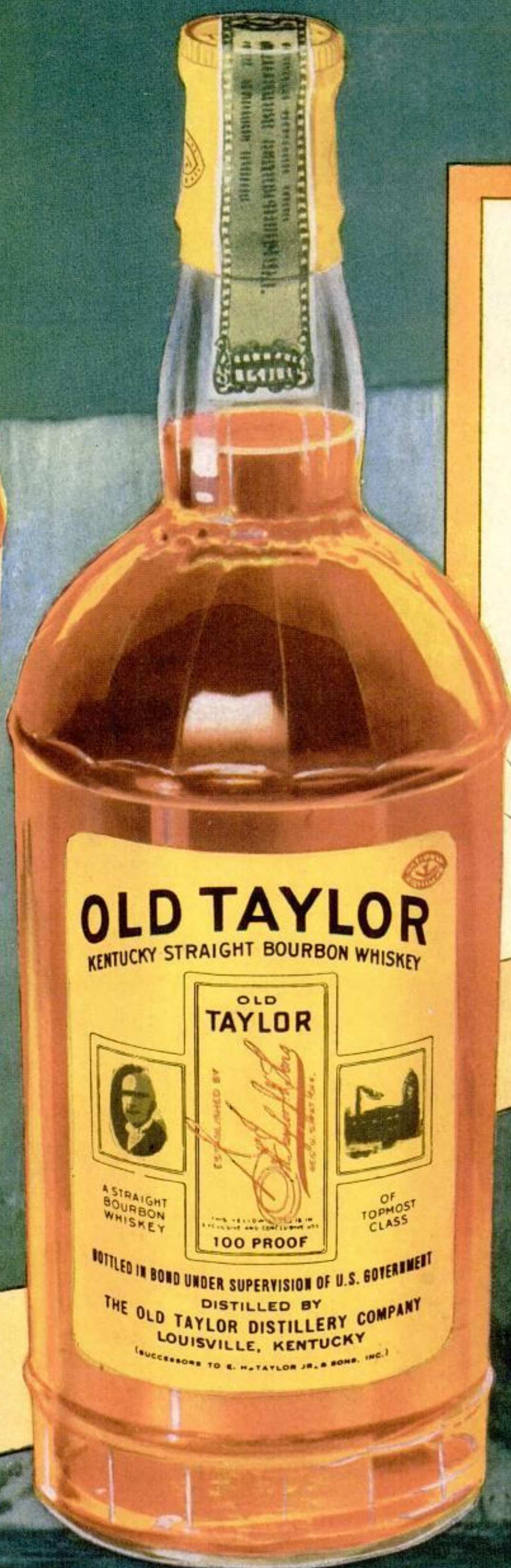
2-Piece Drive-Shaft, 3 Needle-Bearing Universals!

Armored Cable Wiring!

AMERICA'S FOUR



OLD GRAND-DAD — one of the finest bourbons that ever came out of Kentucky



Down the long years, the four whiskies shown here have set the standard by which fine American whiskies are appraised.

Their excellence springs alike from the bounty of Nature and the ripe experience of men.

Time, too, has played its part, bringing them slowly to a rich maturity, ripening them, as they slept, to exquisite goodness.

Copyright 1938, National Distillers

OLD TAYLOR — marked with the signature of a man who made whiskey history

Bottled

UNDER U. S. GOVERNMENT
OF NATIONAL DISTILLERS YOUR

MOST WHISKIES

They bear the green bottled in bond stamp of the U. S. Government, token of the strictest standard in the world.

All are straight whiskies and full 100 proof, but each is known by a distinctive taste all its own.

Always great whiskies, they are today outstanding values as well, for they now sell at the lowest prices in twenty years.

Products Corporation, New York

OLD OVERHOLT—famous 128 years for its rich, robust rye taste

Bottled in Bond

Under Supervision and the EMBLEM

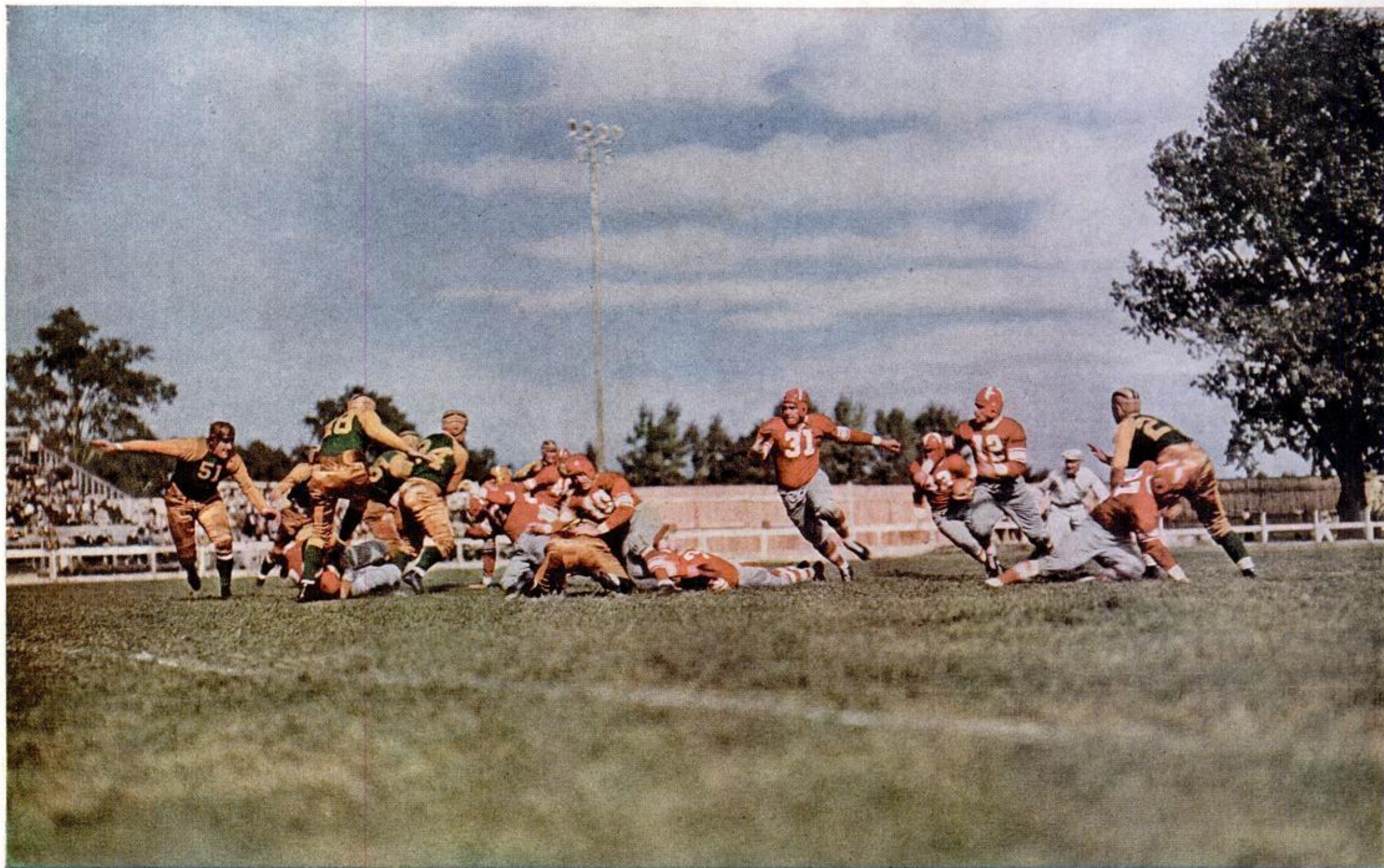
GUIDE TO



GOOD LIQUORS



MOUNT VERNON—delicate in flavor... the patrician of American ryes



Off-tackle power play (*above*) gains ground for the Chicago Cardinals against the Green Bay Packers. The Cardinals, wearing light-blue pants and bright-red jerseys, have made a big hole for Al Nichelini, No. 43, their fast ball-carrying back. Harry Field, No. 31, Cardinal tackle, is cutting back toward the center of the line to block the Packers backfield men.

Smash through center (*below*) fails to work for this Milwaukee high-school team. Offensive back, with hand on ground, has failed to block No. 8, who tackles ball carrier far behind scrimmage line. The running interference is also too far ahead of the ball. Most important reason amateur football, like this, is poorer than pro playing is its weakness in blocking.



All over the country, Sept. 24 marked the beginning of the 1938 college football season. Most exciting game of opening day was on the Pacific Coast at Berkeley, where the University of California, Rose Bowl champions of a year ago, pushed over two touchdowns in a rousing last quarter to beat powerful St. Mary's 12-7. Hero of the drive was Vic Bottari, great California back, shown below as he plunges and squirms his way through the St. Mary's line.

Every year 16,000,000 Americans flock to college campuses, pay \$20,000,000 to sit on the cold seats of the football stadia. And every year these fans discover new teams and new faces to glorify. Last season it was Pittsburgh, California and Alabama, Yale's Clint Frank and Colorado's "Whizzer" White. This year experts think the best teams will be California in the West, Alabama in the South, Minnesota in the Middle West, Pittsburgh and Dartmouth in the East. The players to watch are veteran backs like Goldberg of Pittsburgh and Luckman of Columbia, linemen like Hale of Texas Christian,

ends like Holland of Cornell and Wysocki of Villanova.

More important than names or teams are changes taking place in the game itself. Some plays are perennial, like off-tackle and center plunges shown in color on the opposite page, but the tricks are changing fast. When the five-man line was introduced last year by Yale and Columbia, the offense found its blockers confused by shifts, its best plays floundering. But every defensive maneuver must have its weakest point, and coaches today are pondering new offensives to blast the five-man line. Mostly they think the answer is to be found in power plays, in spreading out the offense and driving big holes in the weakened defensive line. Under this system, the quarterback will be doubly important as a field general.

Whatever happens, the air will be filled with passes as never before, spinners will catch linemen off guard, delayed bucks will go for long gains. Nineteen-thirty-eight football will be open and tricky and complicated. It will be the kind of football the spectator will like and the kind he will pay to see.

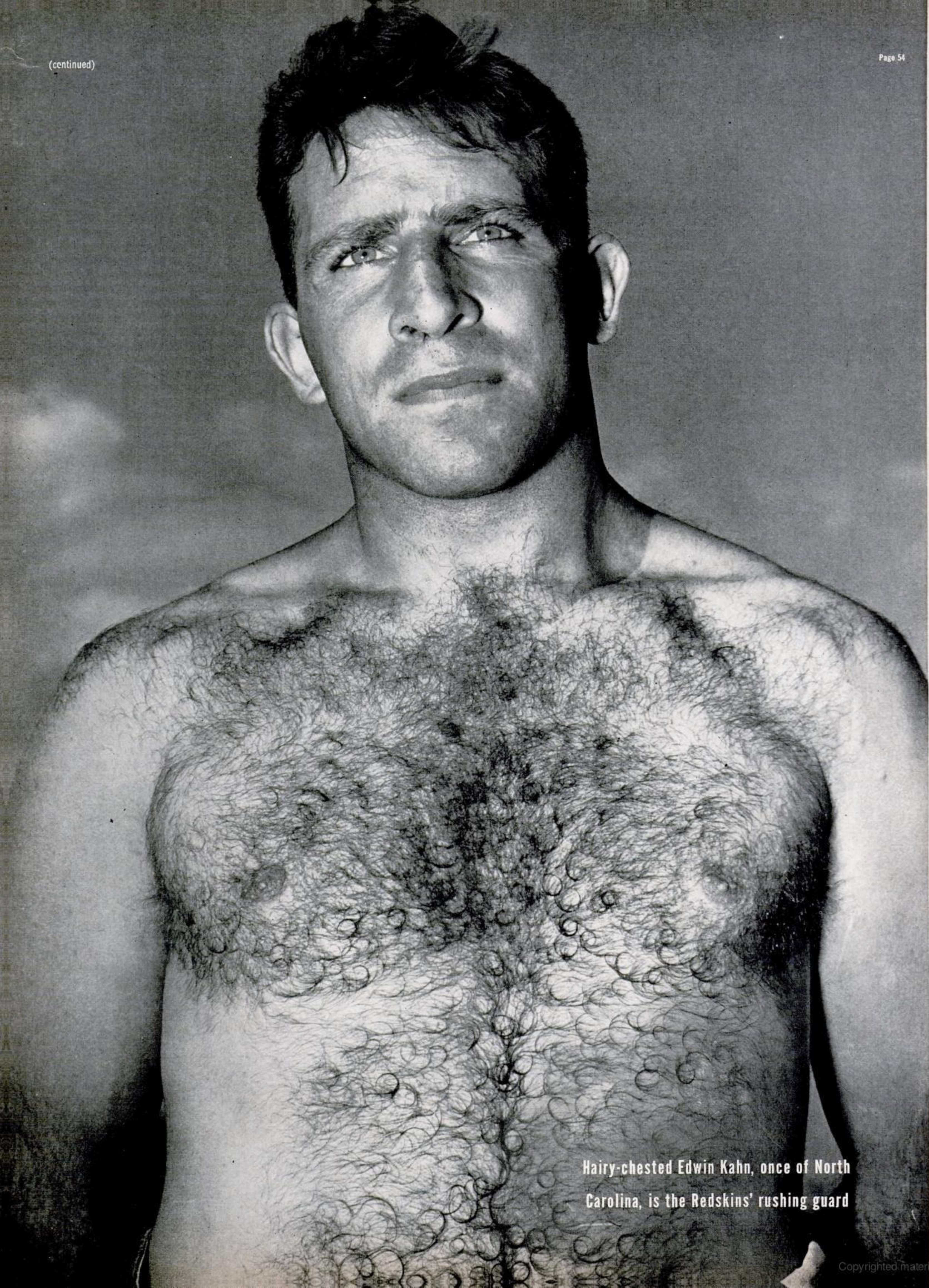
FOOTBALL

NEW PLAYS WILL MAKE THE 1938 GAME OPEN, TRICKY



CONTINUED ON NEXT PAGE

Copyrighted material



Hairy-chested Edwin Kahn, once of North Carolina, is the Redskins' rushing guard

PRO FOOTBALL

BEEFY BRUISERS MAKE IT RIVAL COLLEGE GAME

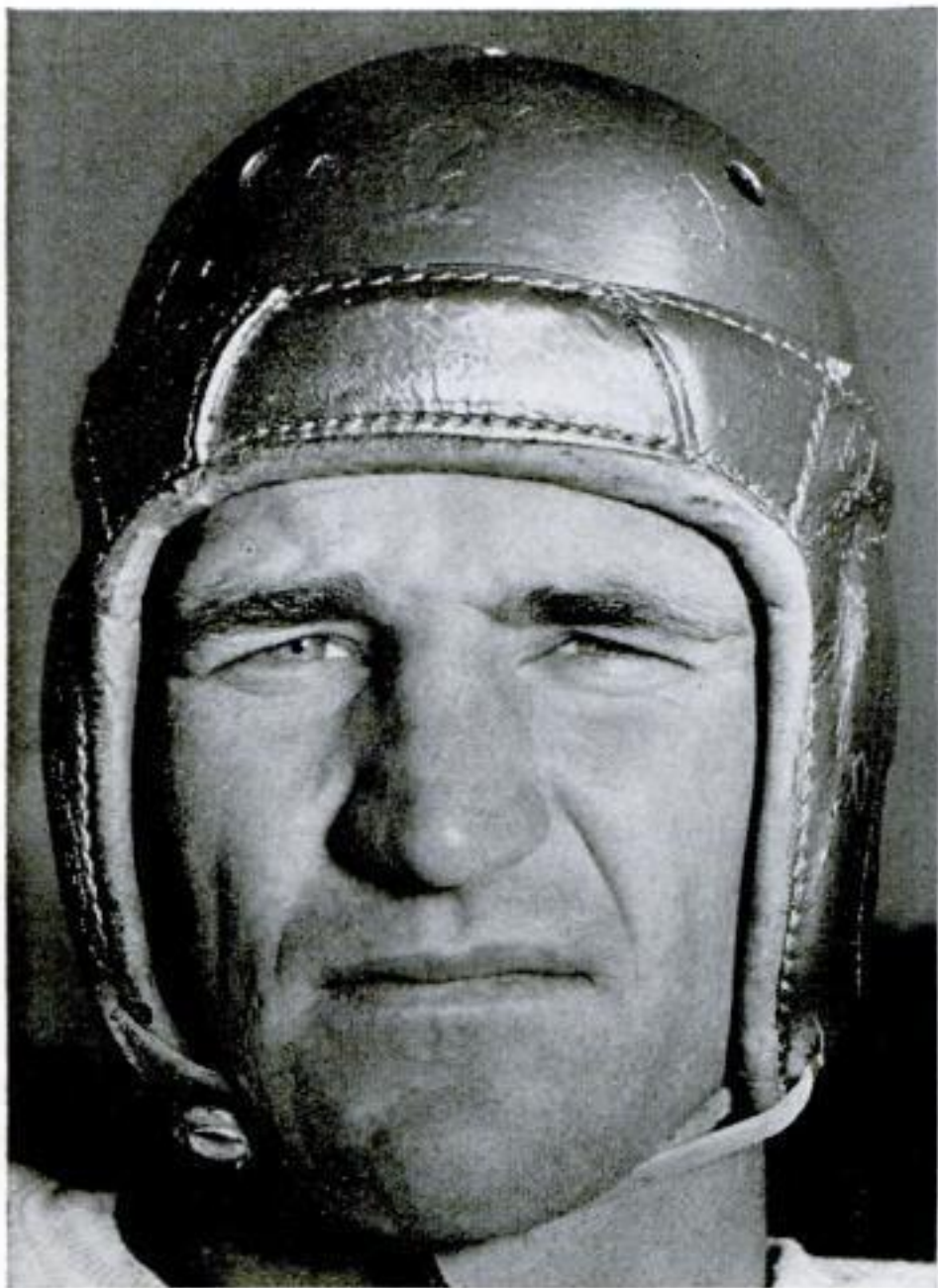


Because it is tough and sensational, professional football draws increasing thousands of spectators away from the college games. Last year attendance jumped 25% over 1936, and its annual income rose to be more than \$1,000,000. Today it is becoming as much a part of the U.S. world of sport as professional baseball.

Pro football is almost a different game from college football. Its players are all experts, and they make almost no mistakes. Most pro teams use little deception in offense but rely on straight power plays and quick-opening drives through the center of the

line. Almost half the plays are forward passes, sometimes cleverly mixed with spread formations and wide end runs.

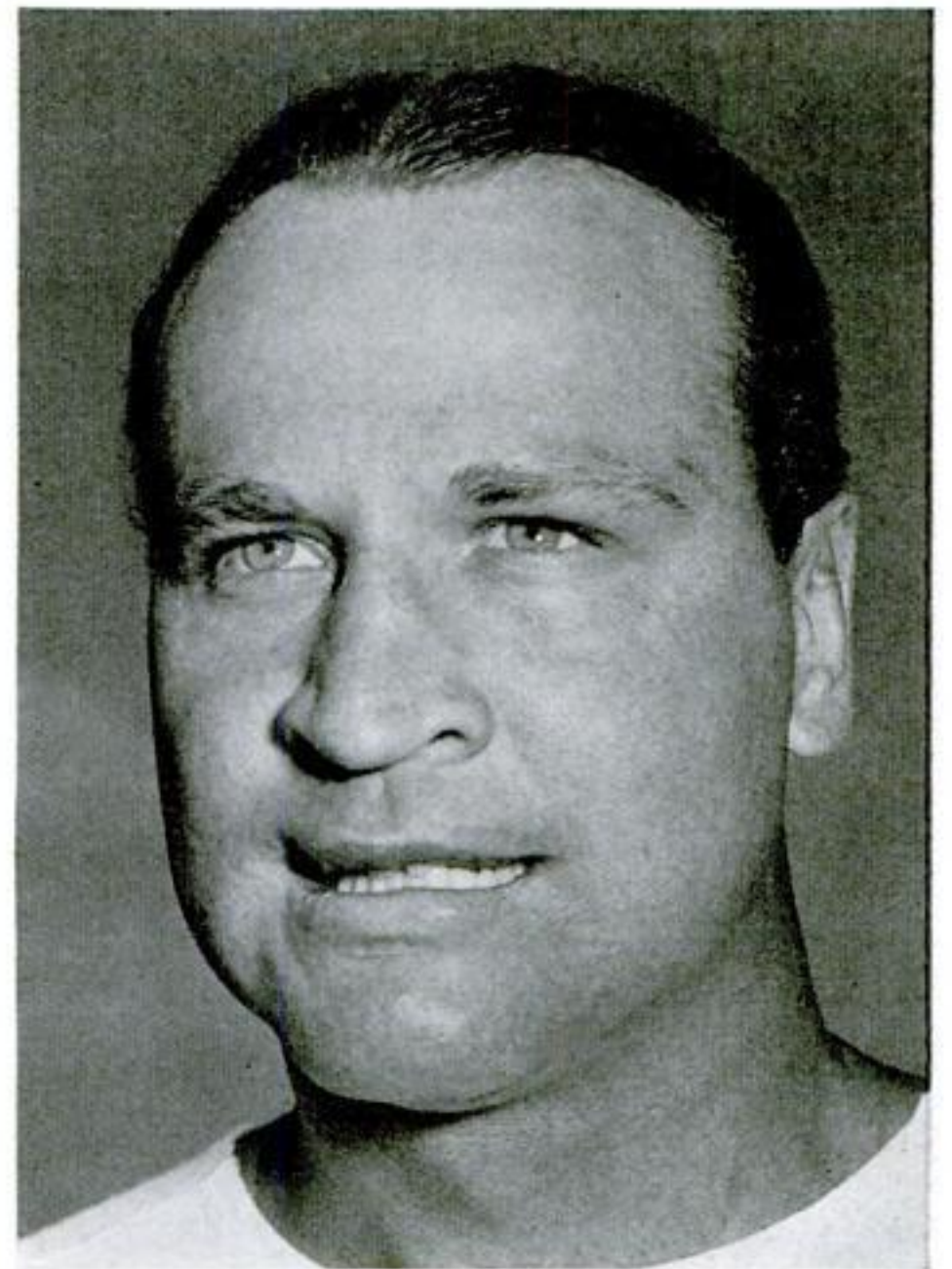
The faces on this page belong to some of the champion Washington Redskins. Their bulldog jaws, battered noses, bull necks are characteristic of pro footballers everywhere. All of them won their fame in colleges, large or small, before they were discovered by pro league scouts, brought up to play for Washington, New York or Chicago. Most of them have businesses or part-year jobs. During the season they may get as much as \$15,000 for playing eleven games.



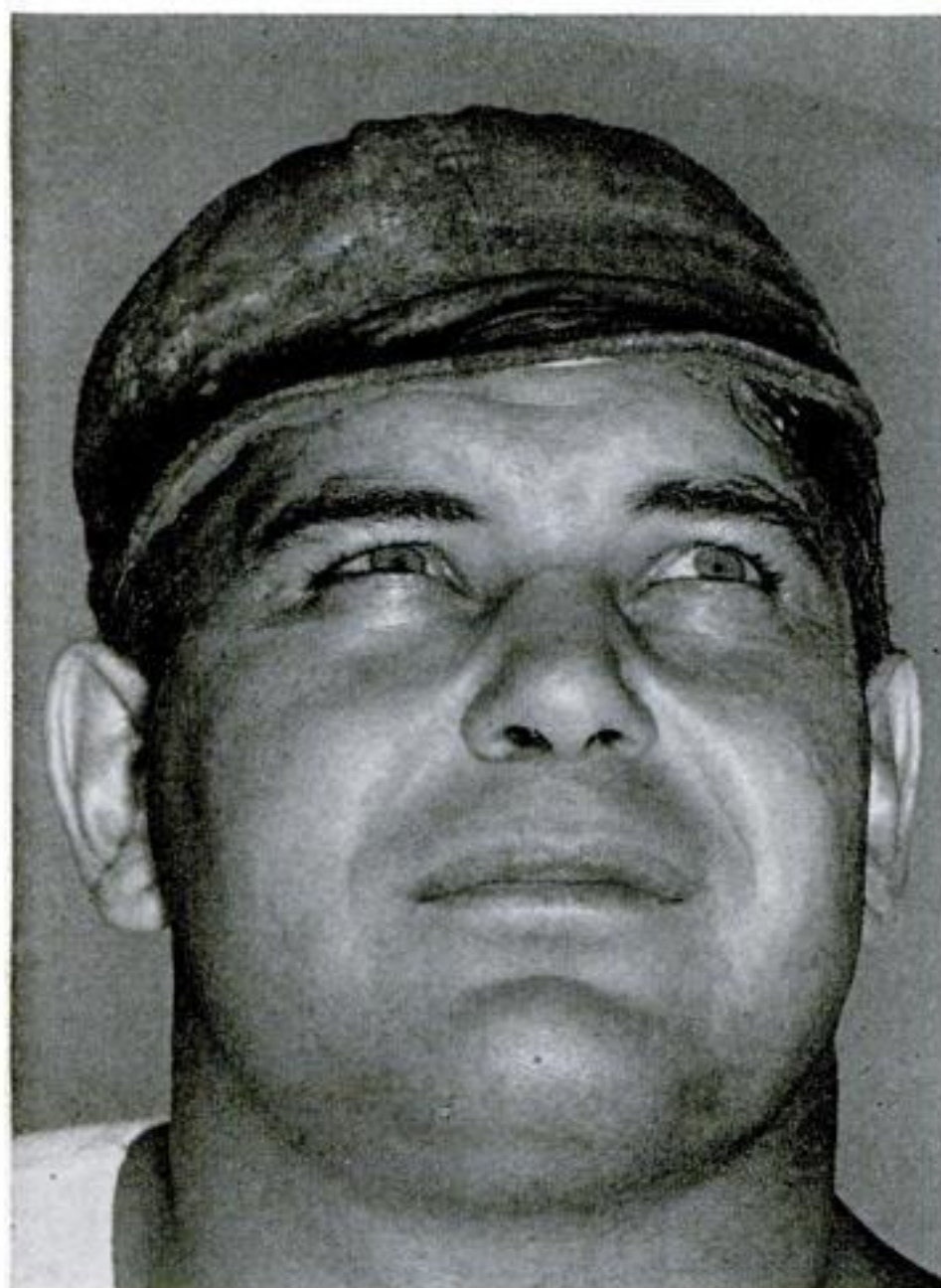
Quarterback "Slingin' Sammy" Baugh may well be the world's greatest football player; he certainly is its greatest forward passer. His home is in Sweetwater, Texas.



Fullback Dick Tuckey is a house painter from Naugatuck, Conn. Last year he played for Manhattan, became the forward-passing sensation of training camp. He weighs 205.



Halfback Ernie Pinckert was once Southern California's greatest player. He has been with the Redskins since 1932, lives in Hollywood and runs an athletic-goods business.



Tackle "Turk" Edwards weighs 260 lb., is 31 years old. He was captain of Washington State in 1931, and All-America tackle three years. He is a California gold-mining man.



Center "Red" Krause is a curly-headed, 218-lb. playground supervisor. All-Midwest center at St. Louis University he has played two years of pro football, one with Washington.



Guard "Swede" Olsson, weighing 240 lb., comes from Akron, Ohio, and Mercer University. This will be his sixth year with the Redskins. He is team's most popular player.

CONTINUED ON NEXT PAGE

(continued)

THE OFF-TACKLE POWER DRIVE IS FOOTBALL'S BASIC PLAY

No coach would dare create an offense without basing it on the off-tackle smash. For 15 years this play has been football's most consistent ground-gainer. The magic-eye sequence on this page shows the New York Giants in a perfect off-tackle play. Drawings by Howard Brodie bring out essential moves.



The play begins, in top picture, as center passes ball to Halfback Leemans (arrow). In second picture guards pull out to run interference. Wingback (No. 14) and end take out a tackle. In the drawing notice tackle blocking guard. The ball carrier is led by a four-man running interference.



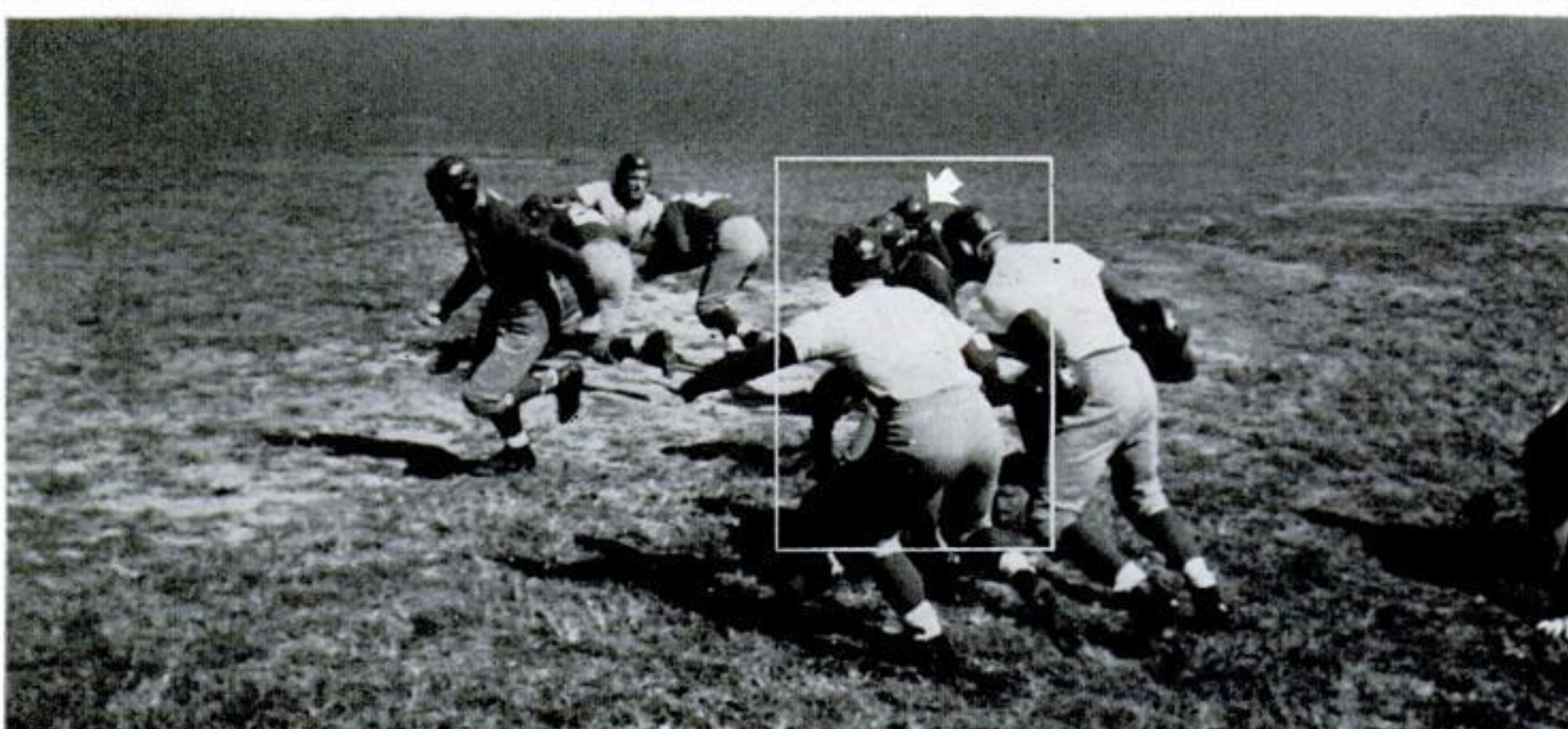
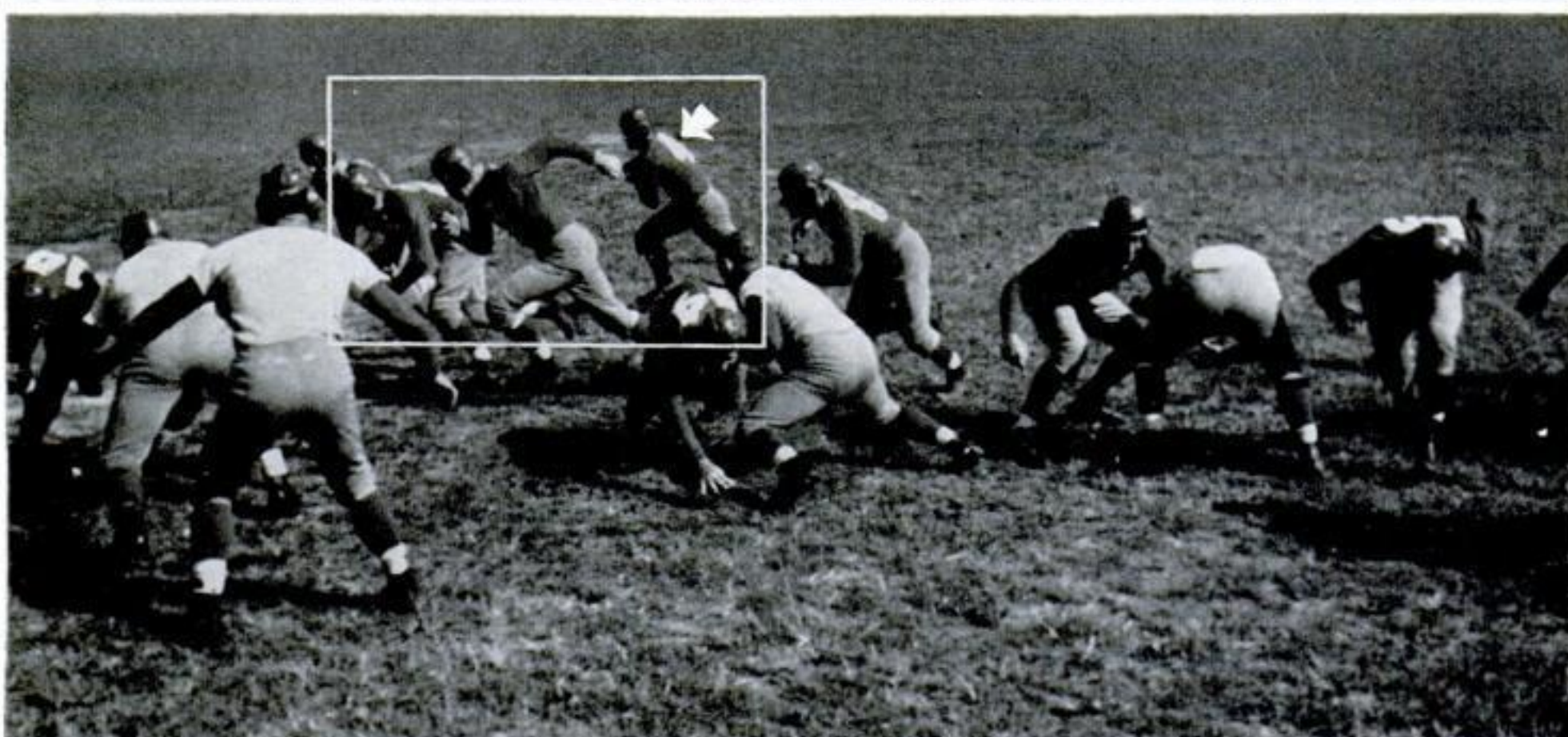
Defensive tackle, in the right foreground of the third picture, is being driven back with shoulder block by an offensive end and back, while the ball-carrier (arrow in picture, visible in drawing) cuts forward. The defensive end (background) has been sucked deep, is being driven out of play.

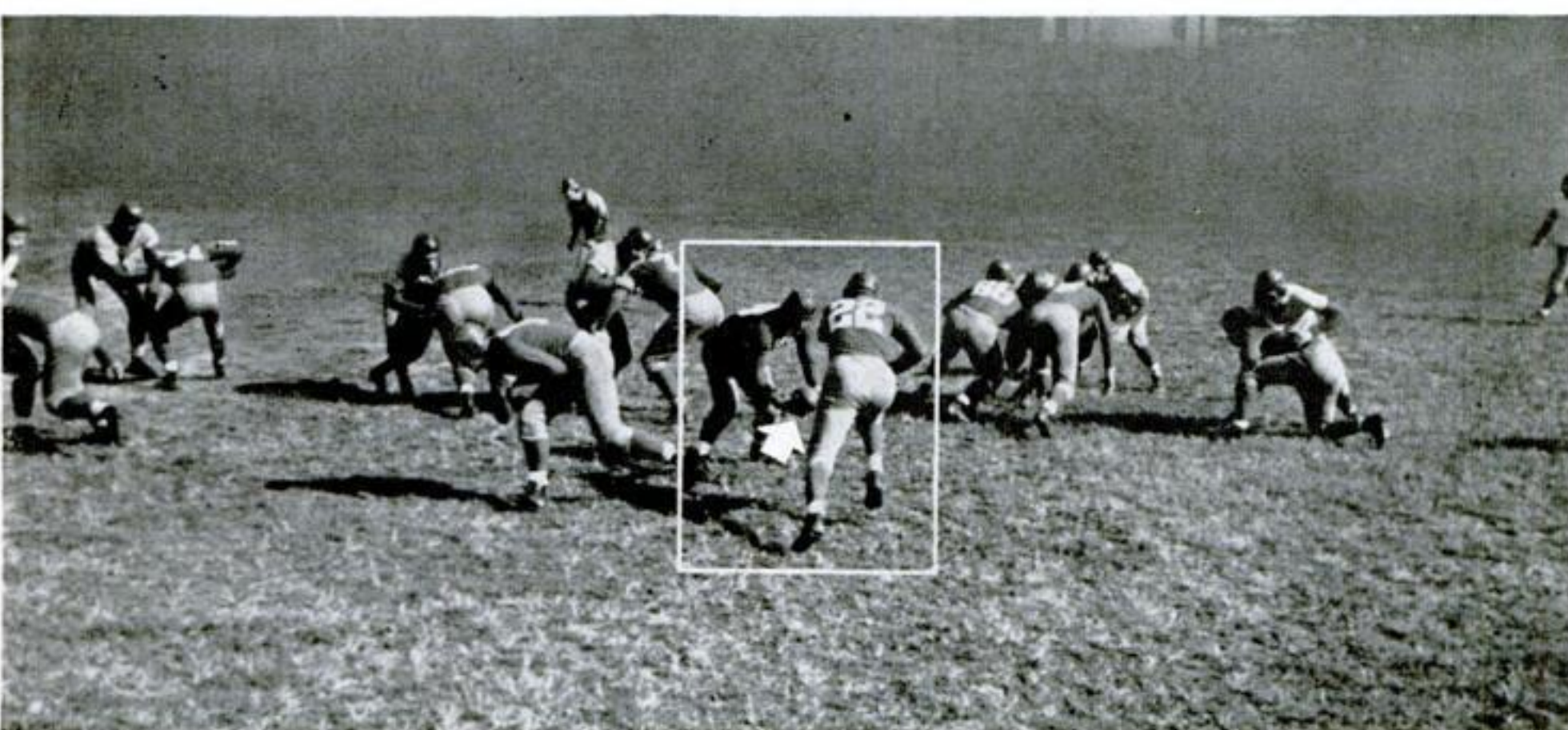
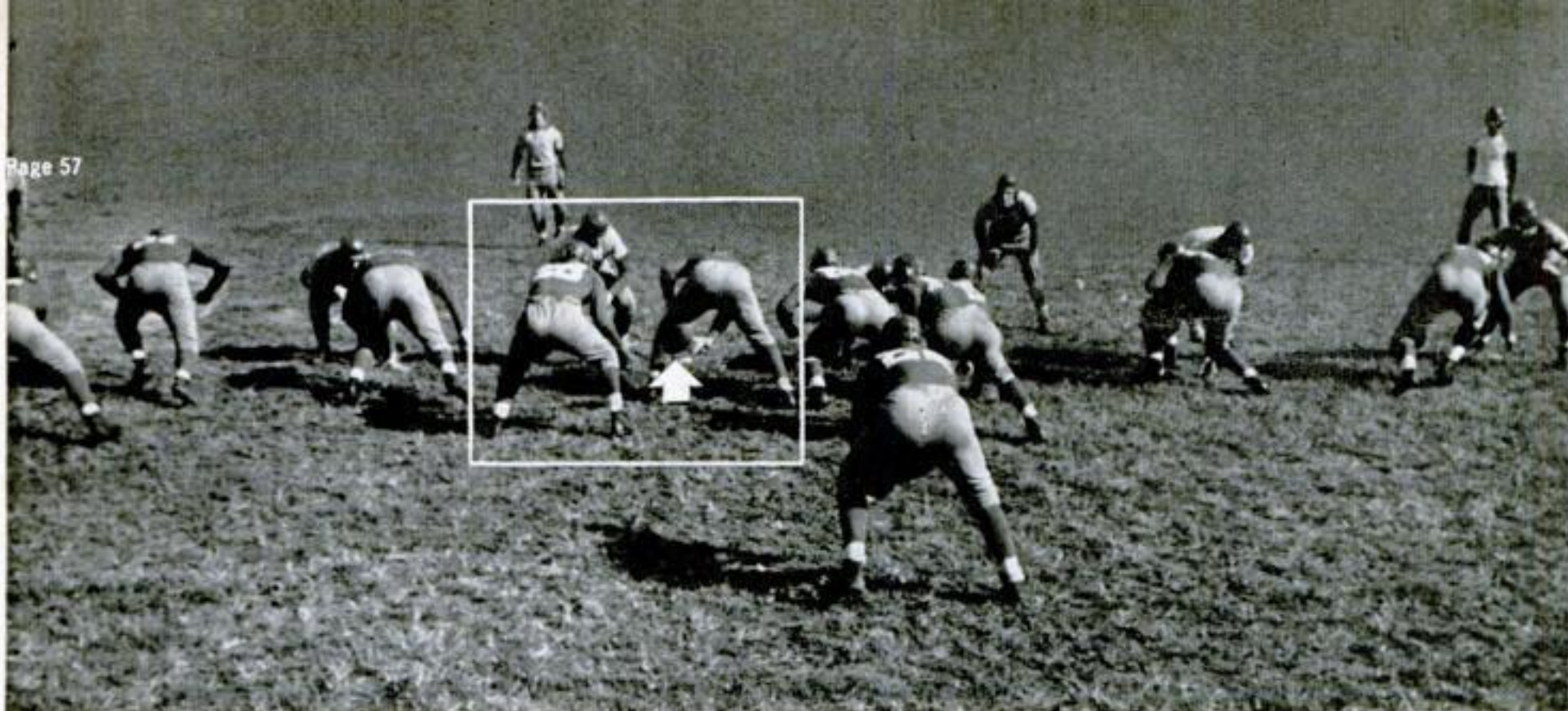


Ball-carrier Leemans cuts for the center of the field, as his offensive guard, wearing black shirt, throws a hard-driving body block on the defensive fullback. Leemans runs low to the ground, carries ball well back in his right arm, away from the side where the fullback might tackle him.



Leemans breaks loose into the open. Ahead of him, out of picture, his left end and tackle, who had little to do with a play swinging toward their right, are blocking the halfback and safety man. Leemans is beginning to shift ball to left hand as he cuts toward his left and a touchdown.





EXCITING FOOTBALL IS MADE BY THE RAZZLE-DAZZLE PLAY

Football today never bases an offense completely on power tactics. All teams try to fool their opponents with razzle-dazzle, trick plays which bring spectators to their feet, money to the box office. On this page the New York Giants execute a jump pass. The drawings show what happens to the ball.



Ball is passed by center, in top picture, to Quarterback Falaschi. Offensive linemen get check blocks on their men. In second picture, Halfback Cuff starts as if for a reverse, fakes taking ball (drawing above). Note defensive safety man (background) drawn out of position to reader's left.



Halfback Danowski (No. 22), charges forward toward center of line, likewise fakes taking ball from Falaschi. Meanwhile Cuff, still pretending he has ball, draws defensive backs out of position. Offensive guards throw high checking blocks to screen double deception in their backfield.



Falaschi keeps the ball, runs back three or four steps and prepares to throw a forward pass. The defensive safety man is now in a hopeless position, drawn far off to the side. The blockers in the offensive line do not drive their opponents back, but keep them close to the scrimmage line.



Falaschi passes to Danowski and field is clear ahead to a touchdown. Nobody can reach pass receiver because the whole defensive team is out of position. Defensive linemen might have interfered but they have been kept on scrimmage line, fooled by a forward pass which looked like a run.

U. S. SPORT HEROES END THE SUMMER WITH A BURST OF NEW RECORDS

DONALD BUDGE



First tennis player to win the Big Four championships of America, France, England and Australia in one year is redheaded Donald Budge. The U. S. title, on Sept. 24 at Forest Hills, was the easiest. Amateur tennis hopes Budge, its best drawing card in years, will not turn pro.

PATTY BERG



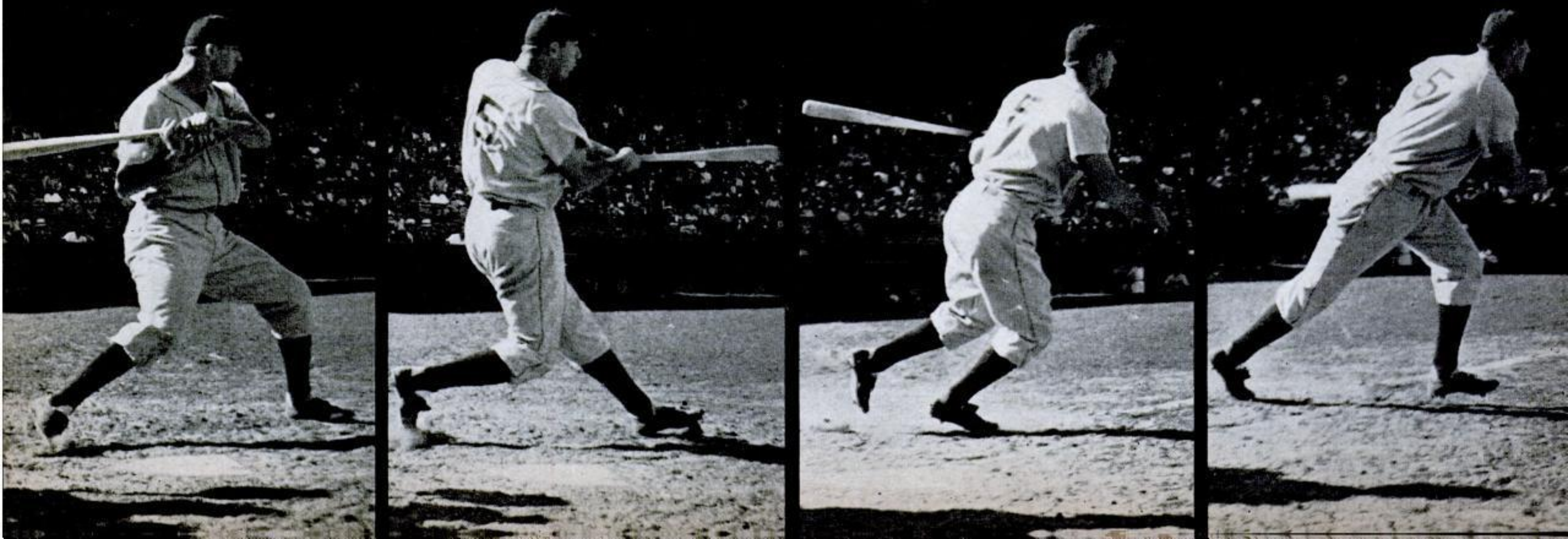
Winner of ten big golf tournaments this year is sturdy, freckled Patty Berg, 20, of Minneapolis. Her greatest victory came on Sept. 24 at Wilmette, Ill., when she won the women's national championship and thereby proved that she is America's best woman golfer.

With 58 home runs, Hank Greenberg, clouting first baseman from The Bronx, who plays ball for the Detroit Tigers,

almost beat Babe Ruth's record of 60 homers in one year. The magic-eye pictures below show him stepping into a fast

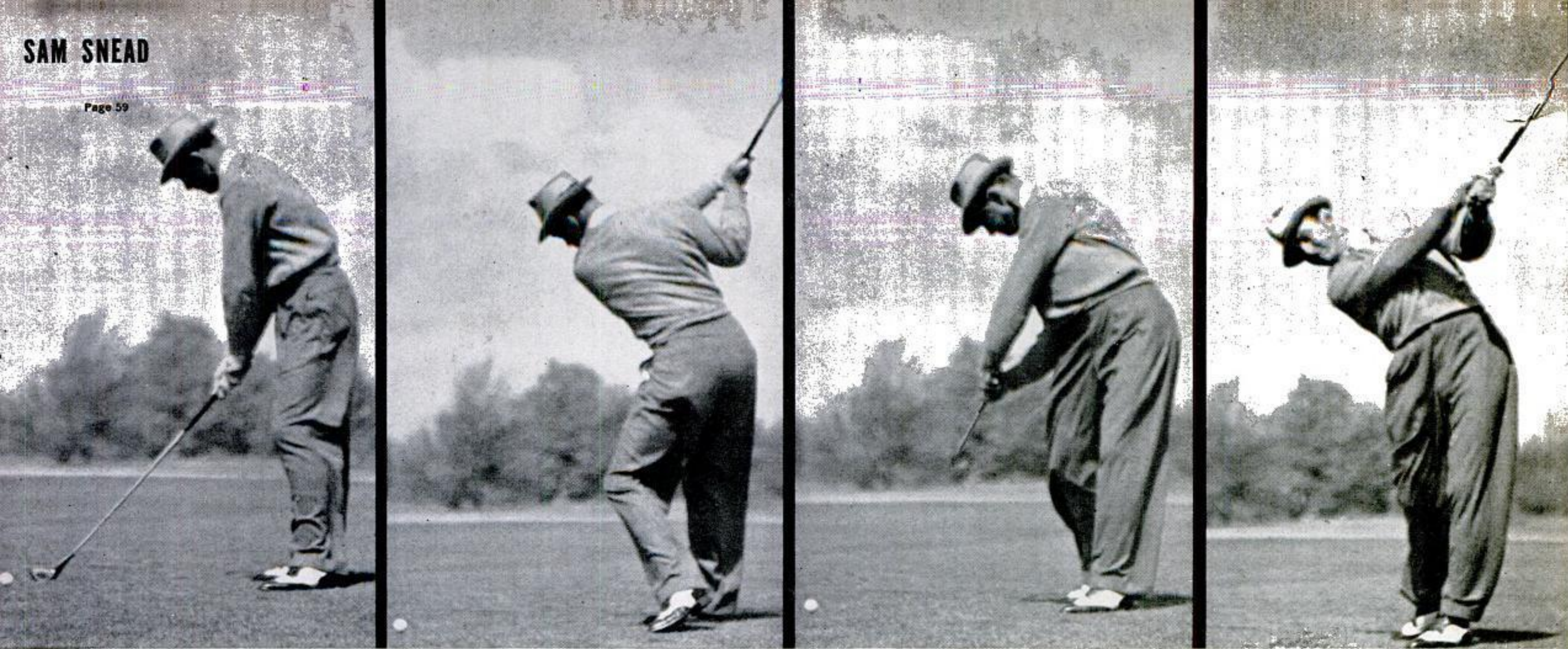
one, connecting with tremendous wrist and arm drive, following through, and watching ball sail into grandstand.

HANK GREENBERG



SAM SNEAD

Page 59

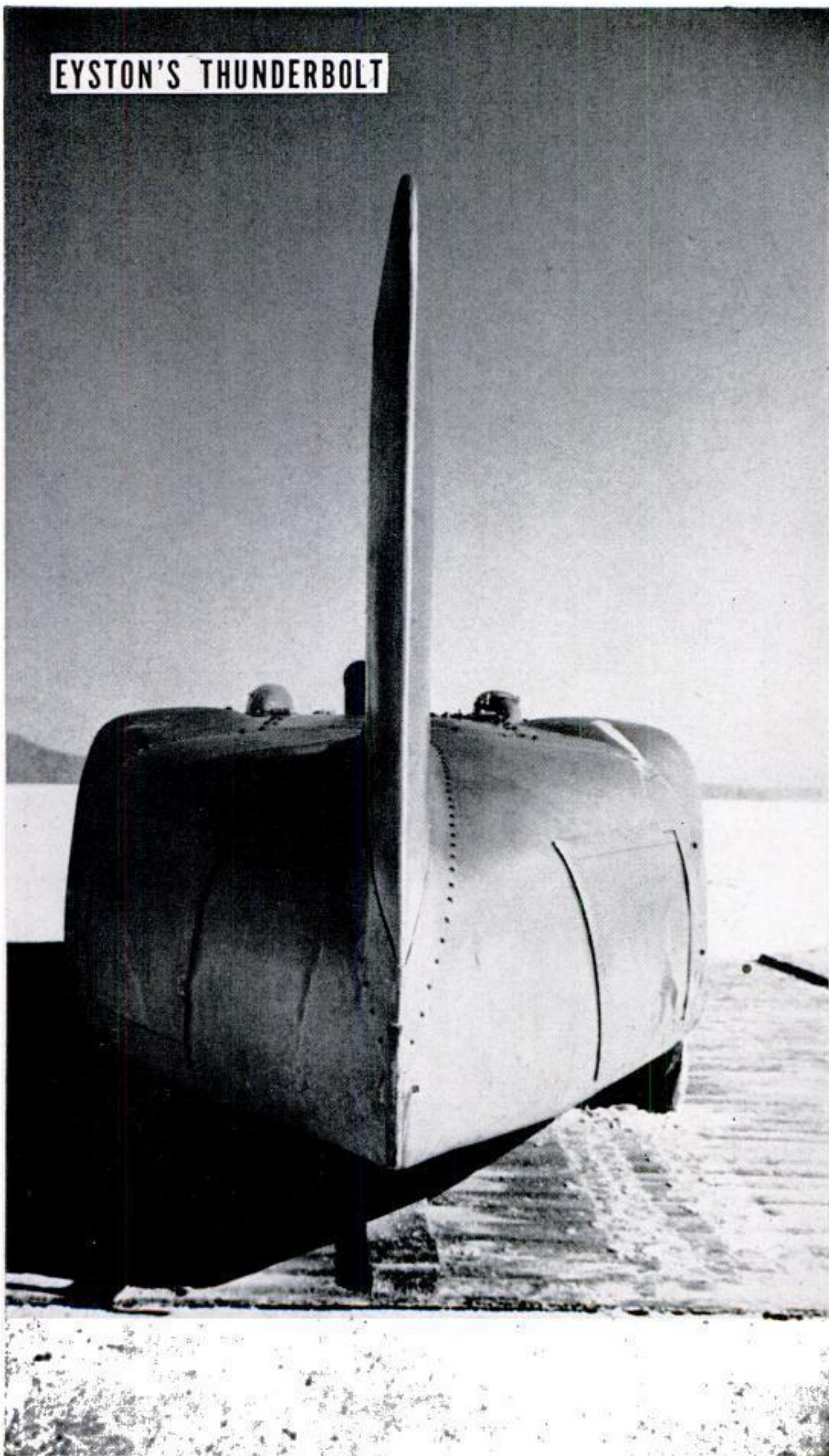


By winning \$17,000 in prizes this year, hillbilly Sam Snead of White Sulphur Springs set a new golf-earnings record.

The magic-eye sequence from his new book, *Sam Snead's Quick Way to Better Golf*, shows how he hits his booming

300-yd. drives. Notice how Snead, one of the game's longest drivers, gets all his weight and power behind the club head.

EYSTON'S THUNDERBOLT



Making 357.5 m.p.h., Captain George Eyston, retired British army officer, roared his *Thunderbolt* across Utah's famed Bonneville salt flats on Sept. 16 to establish a new speed record for automobiles. Eyston found the tail-fin a hindrance, had it removed for the record run.

COUNT ROSSI'S ALAGI



Making 66.981 m.p.h. this \$50,000 humpbacked hydroplane, the *Alagi*, won the President's Cup, Sept. 24, on the Potomac at Washington, set a new course record. Its owner and driver was Count Theo Rossi, reserve cavalry officer and rich wine merchant from Turin, Italy.

LIFE ON THE NEWSFRONTS OF THE WORLD

America looks down the road to war, the Grand Old Party looks at new faces

The end of Europe's tensest week since 1918 (see pp. 11-23) left Americans, limp by their radios, with plenty to think about. As never before, they had had a foretaste of how America will be tested if & when Europe does go to war again. Many of them, especially young idealists who know America's 1914-17 road to war only from books, learned shatteringly that it will be neither so simple nor so pleasant for America to stay out of that war as they have supposed.



ATHOLL

unanimously pouring out abuse of Hitler, praise of Czechoslovakia.

News columns were filled with words aimed to woo American sympathies. Vojta Beneš, brother of the Czech President, arrived to compare his countrymen with Americans of 1775 and proclaim quaveringly that they were ready to die fighting for liberty.

Britain's Duchess of Atholl arrived to call Hitler a faithless liar and declare that Britons would fight to a man against the Nazi tyrant.

The Church Militant spoke up promptly. In New York, Episcopal Bishop William T. Manning damned Hitler for a "madman" and stanchly said: "There is a point beyond which injustice and aggression cannot be permitted to go. It is the bounden duty of our country to be properly prepared."



BENEŠ



MANNING

With their children and friends, the 1,300,000 Americans who were born in what is now Czechoslovakia gathered in parades and mass meetings throughout the land to "Save Czechoslovakia." Twenty thousand rallied in New York's Madison Square Garden, 65,000 at Chicago's Stadium.

All these propagandas were familiar in 1914-17. And in addition there were new forces stirring the winds of popular passion. Newsreels brought a moving, shouting Hitler to be hissed and booed as Evil Incarnate. News broadcasts, coming minute by minute, gave the evolving crisis an impact of immediacy impossible in print. Americans shuddered with repugnance as Adolf Hitler screamed his boasts and threats in the *Sport-Palast*. Americans, including the President



CZECH RALLY IN NEW YORK

and his Cabinet (see opposite page), throbbed with sympathy as tired old Neville Chamberlain spoke in their own language of his struggle for peace.

The emotions thus played on were far different to begin with than they had been in 1914. Americans then had strong liking and respect for Germany and its culture. Now the dominant sentiment is dislike and fear of Nazism. When the tension broke last week, thoughtful citizens realized with a shock that their country had probably been considerably farther on the road to war than it was long after the fighting began in 1914.

Even President Roosevelt's two appeals to Hitler to continue peaceful negotiations had their dangers. Specifically rejecting assumption of any obligations by America, they appeared harmless enough. But if Hitler had marched into Czechoslovakia Oct. 1 without, instead of with, the blessing of Britain and France, and war had resulted, the war would have begun with the President of the U. S. already on record as condemning Germany.

Should the President, then, have kept mum on the sidelines while Europe tottered? Should Americans have shut their ears and hearts to Europe's woes? Can Americans ever preserve that "neutrality in thought and action" which President Wilson asked of them in 1914, and which is the only certain way to insure neutrality in arms? These are questions which every American must ask himself, and decide not wishfully but in the hard light of the realities revealed last week.

Dewey for Governor. The novel spectacle of Democrats scrambling frantically to get a candidate with a chance to beat a Republican nominee appeared last week in President Roosevelt's own State of New York. On Sept. 28, Republicans in convention unan-



DEWEY AT G.O.P. CONVENTION

imously named Thomas E. Dewey, Manhattan's racket-busting District Attorney, to be their candidate for Governor. So highly do Democrats rate the vote-getting potentialities of this young hero that they felt they had only one man who might beat him. That was the incumbent, Governor Herbert H. Lehman, who was tired of the job and wanted to run for the U. S. Senate. He held out through hours of pleading, finally consented to make the sacrifice for the Party. Nominee Dewey promised to keep his District Attorney job until Jan. 1, scheduled the second trial of Tammany's Jimmy Hines for Nov. 14.

Vanderbilt for Governor.

Another newsworthy young Republican face moved into the spotlight, Sept. 28, when the Rhode Island G.O.P. picked William H. Vanderbilt, 36, of Newport to run for Governor. One of the richest of his clan, public-spirited Mr. Vanderbilt was a Rhode Island State Senator from 1928 to 1934.



VANDERBILT

Charleston tornadoes. On the morning of Sept. 29 two tornadoes swept down on Charleston, S.C., killing 29 and injuring 200. News pictures showed similar destruction and debris piled up by New England's hurricane of the week before. Most of the city's historic buildings and famous gardens escaped serious damage.

PICTURE OF THE WEEK

When a President begins a new term in office, and whenever thereafter death or resignation puts a new face in his Cabinet, Washington's semi-official photographers, Harris & Ewing, are called into the Cabinet Room to make a formal posed portrait of the President and his official advisers. Extremely rare are informal pictures of the Cabinet actually in session. But the session of the Roosevelt Cabinet on Sept. 27 was no ordinary one. That was the day the Cabinet met at length to talk of war and peace, pausing only to hear, from a small radio on the floor by the President, the moving broadcast of Prime Minister Chamberlain. Yielding to photographers' pleas, the President consented to let one newsreel and one still cameraman come in and record the historic occasion. In picture on opposite page the movie camera can be seen at left. The man in left foreground is WPA Administrator Harry Hopkins, the only nonmember who attends Cabinet meetings. If the Reorganization Bill had passed, Mr. Hopkins was slated to join the Cabinet as secretary of a new Department of Welfare. Others around the unimpressive Cabinet table, from left to right, are: Commerce's Roper, Interior's Ickes, War's Woodring, State's Hull, President Roosevelt, Treasury's Morgenthau, Justice's Cummings, Navy's Swanson, Agriculture's Wallace, Labor's Perkins. The missing member, Postmaster General Farley, was off politicking in New York.

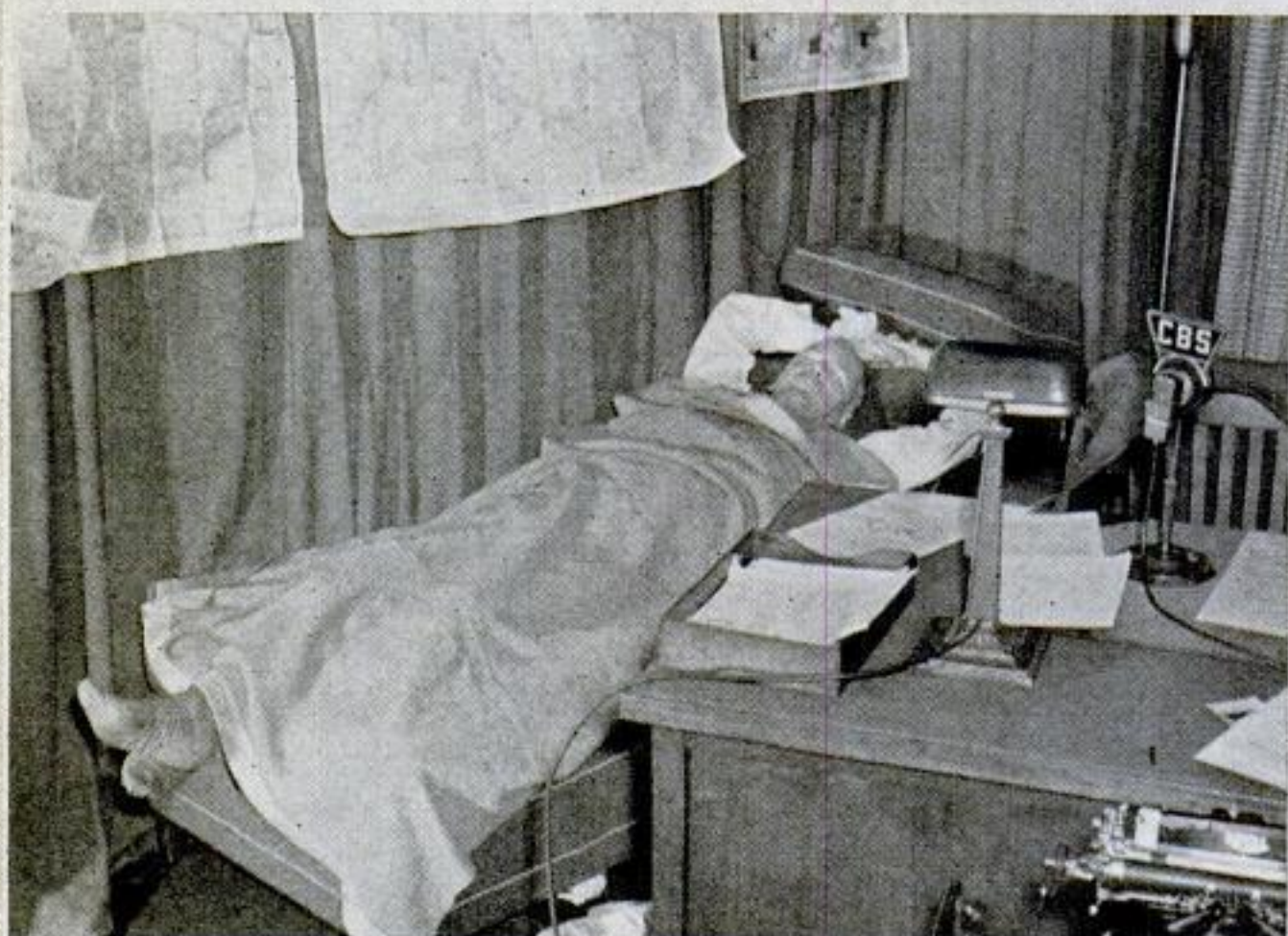
The Roosevelt Cabinet listens to Britain's Prime Minister



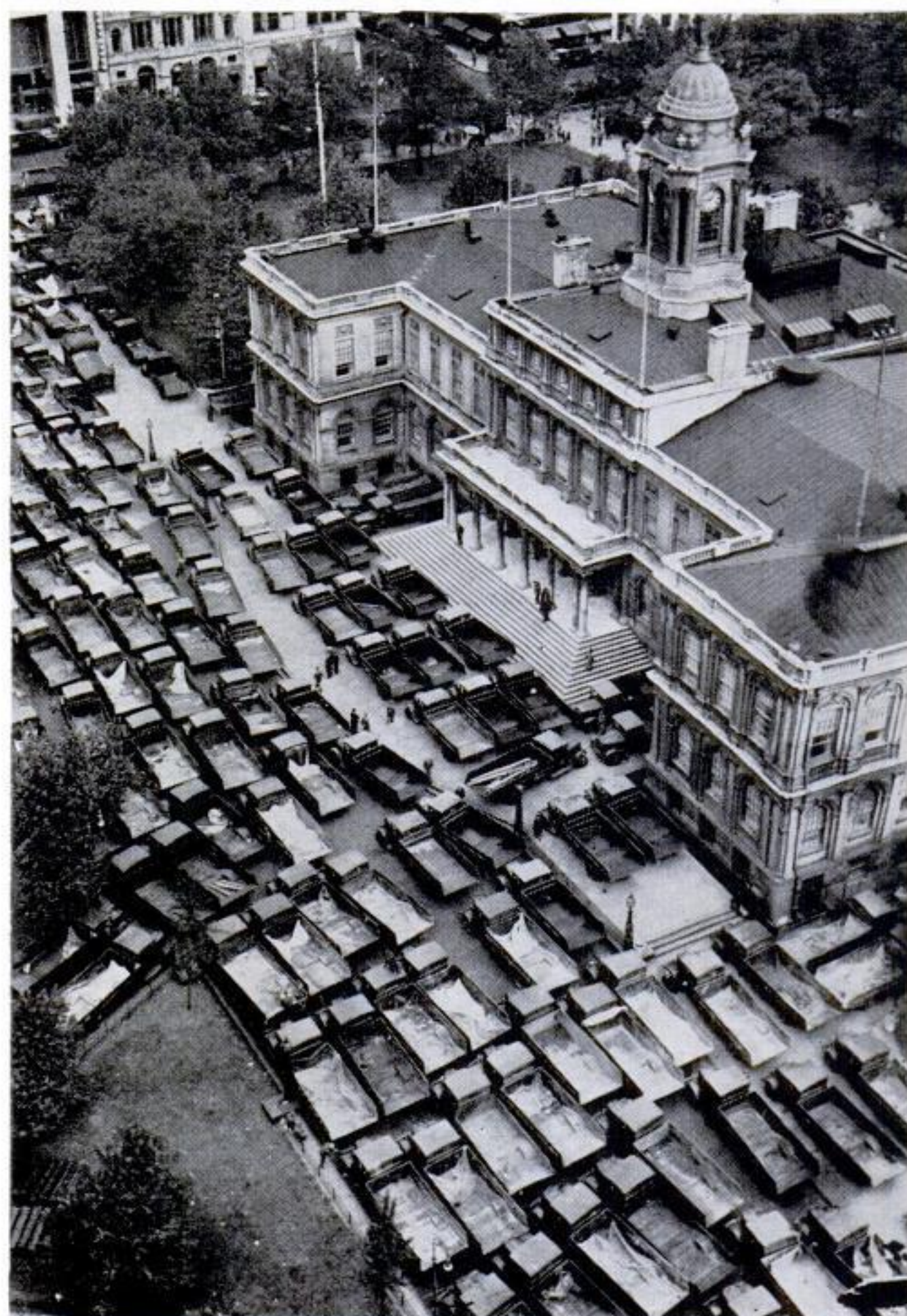
RADIO COMMENTATOR LIVES WITH MIKE DURING EUROPE'S CRISIS



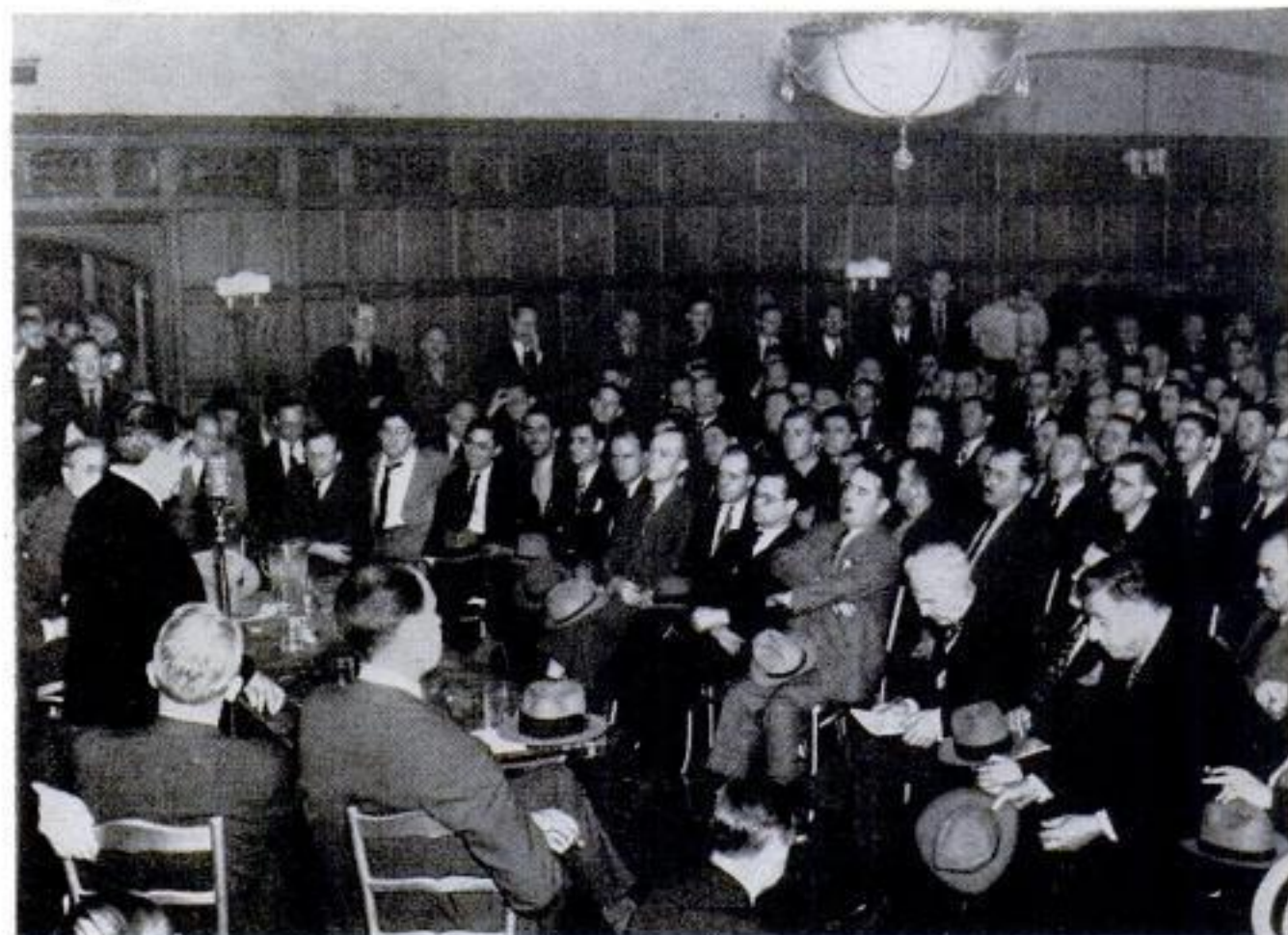
For three weeks, while Europe jittered and the world worried, a 60-year-old gentleman with a finicky voice lived in a broadcasting booth in New York, giving out hot news and sage comments on the impending disaster. He was H. V. Kaltenborn, Columbia Broadcasting System's foreign expert. Talking into the microphone while assistants pushed teletype news sheets at him (*above*), Kaltenborn pulled off his shoes only when a lull came, took desk-side nap (*below*). For food, he drank cup after cup of a special broth his wife brewed him. On Oct. 1, he finally took a day off and all the radio networks, which had done a fine job of reporting, relaxed.



OLD GARBAGE TRUCKS END A NEW YORK TRUCKING STRIKE



When New York City truck drivers struck and tied up deliveries, lively little Mayor Fiorello H. LaGuardia flew back from the American Legion Convention in Los Angeles, drew up a pay-hours compromise which drivers accepted but owners rejected. The belligerent Mayor promptly put the city into the trucking business by mobilizing 800 obsolete garbage trucks, marshaling them into a clanking phalanx in front of City Hall (*above*) and renting them, with union drivers, to businessmen wanting to ship goods. The solid ranks of owners began to dissolve before this strange tactic. After a talking-to by the Mayor (*below*), they all gave in.



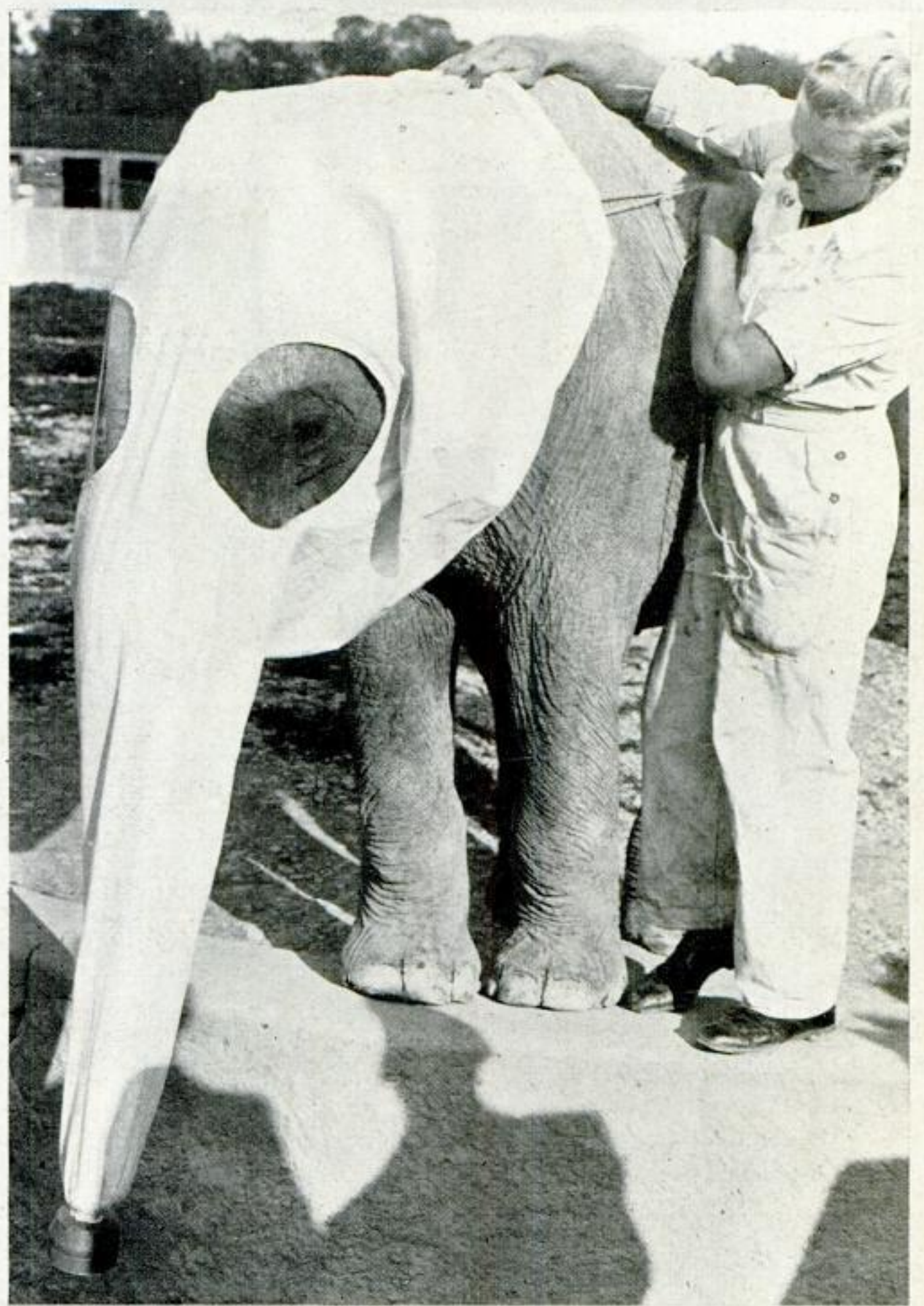
MICHIGAN CATHOLICS BATTLE TO KEEP THEIR PRIEST A PRISONER



In Vulcan, Mich., Sept. 28, 60 men crashed through a picket line around St. Barbara's Roman Catholic Church, smashed the rectory door and freed a priest. The priest, Rev. Simon Borkowski, for 13 years head of a flock of Catholic Poles, had been ordered two months ago to another post. But his devoted parishioners refused to let him go, picketed the church night and day, kept Father Borkowski a willing prisoner inside. After the 60 invaders had escorted the priest from the church, parish reinforcements came, threw the invaders out (*above and below*), restored their priest to the church which he had helped build with his own hands.



HAZARDS OF CIVILIZATION FACE ELEPHANTS IN U. S. AND EUROPE



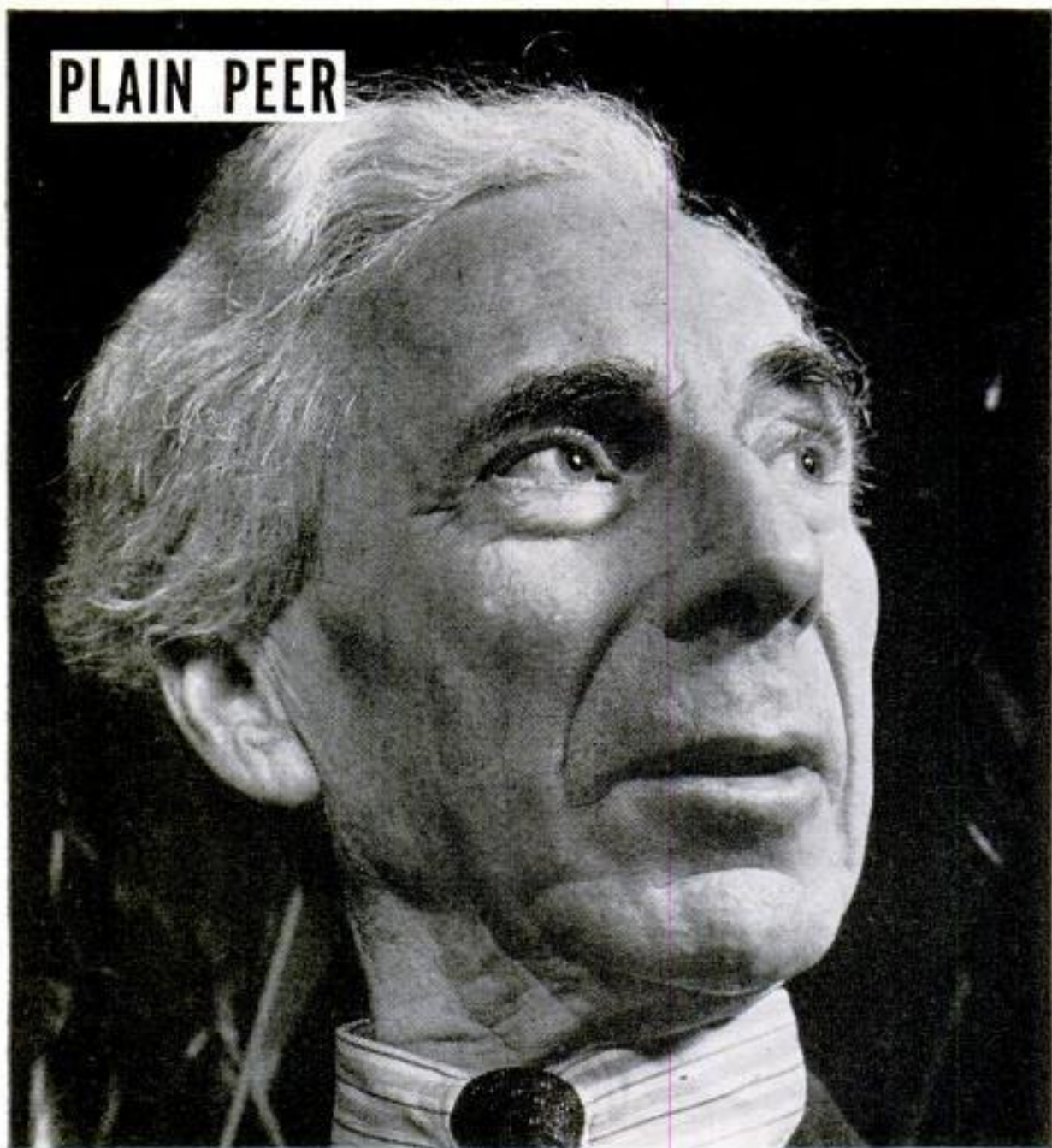
In the Geneva, Switzerland, zoo Sept. 16, an elephant named Jumbo was fitted with a gas mask. It stayed on until Jumbo saw food, lashed his trunk, tore the mask to shreds. Two weeks later, an elephant from Germany, delivered from the hazards of a war-threatened continent, arrived at the Brooklyn zoo to replace the late Hilda, companion to a playful elephant named Bill. Bill had caused Hilda's death by pushing her into a moat, breaking her back (LIFE, Sept. 12). Unaware of the danger of being Bill's pal, the new elephant (*at right, below*) was glad to see him. Bill showed neither undue friendliness nor desire to push her into a moat.



PEOPLE

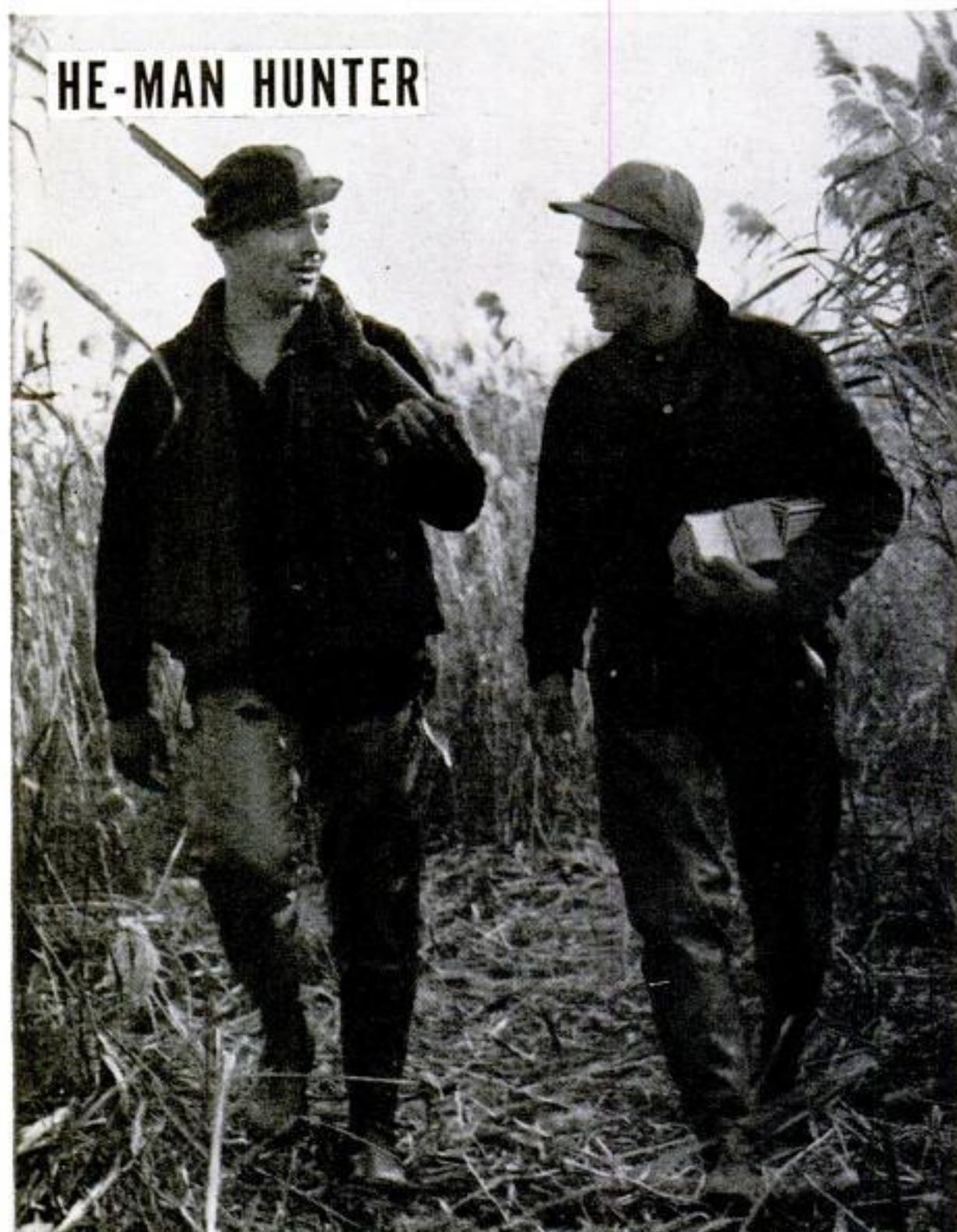
The Cameras of the World Press
now put these people in the news

PLAIN PEER



Earl Russell, a British peer better known as Bertrand Russell, writer and philosopher, arrived in New York en route to a post at the University of Chicago, said that a war would "leave the world just as mad as Hitler is."

HE-MAN HUNTER



Clark Gable, all-round movie he-man, displayed his real robustness in the Manitoba marshes. Arriving on vacation at Portage la Prairie, Sept. 23, Gable went hunting, shot the bag limit of 15 ducks every day for four days.

FREEDOM'S FOE



Dr. B. M. Gancy, Filipino lawyer, filed suit in Washington to invalidate the Tydings-McDuffie Act which gives the Philippines their independence. Foe of Philippine President Quezon even more than of Philippine freedom, he says Congress has no right to alienate U. S. sovereignty over the Islands.

LONDON COMEBACK



Lee Tracy started a movie decline in 1933 when M-G-M fired him for insulting Mexico. Tracy had stood on a Mexico City balcony, shouted nasty remarks at parading Mexicans. Returned to the stage, Tracy is making a successful comeback in London production of *Idiot's Delight*, with Tamara Geva.

MISQUAMICUT THANKSGIVING



The Sylvester Reguccis of Misquamicut Beach, R.I., were square in the hurricane path, Sept. 21. A tidal wave washed their home far from its foundation, set it down without breaking their windows or their statue of Notre Dame de la Garde. Amid drying effects, the Reguccis gave thanks to the Virgin.

CONTINUED ON P. 65

TRUE-or-False?

How much do you know about America's most popular drink...the one you, yourself, partake of several times a day? How much of what you know is true — how much is false? Here a lot of non-sense and old-wives' tales are exploded — a lot of sound, solid, modern medical truths told. Check your beliefs with the facts.

WHAT'S YOUR SCORE? Put a check mark in the "true" or "false" squares below — then compare your answers with those at the end of each statement of the facts.

TO DOCTORS AND SCIENTISTS—References to the medical authorities for the following statements will be supplied on request.



COFFEE MAKES THE BRAIN CLEARER, FASTER, MORE ALERT.* True? ☐ False? ☐

Here's the famous director "Woody" Van Dyke — on the set. He's the man, you remember, who made "The Thin Man." Here he's snapped shooting "Marie Antoinette," Metro-Goldwyn-Mayer's finest motion picture. Time's worth \$3,358.21 an hour here. Van Dyke's brain has to be at hair-trigger efficiency every single, costly minute. What's *his* drink? . . . Coffee! They say he drank 1,340 cups during the 67 shooting days — 20 cups a day. Let the scientists explain it . . . "Coffee exerts a direct action upon the higher centers of the nervous system. It induces mental clarity, facilitating the reception of sensory impressions and the removal of the sense of fatigue." (See "Dietetics for the Clinician" by Milton A. Bridges, M. D.)

Statement in the headline above* is True.

UNITED STATES DRINKS HALF OF ALL COFFEE GROWN IN THE WORLD.*

True? ☐ False? ☐

To the United States come one and three-quarter billion pounds of coffee annually . . . half of the world's crop. Most of it comes from the Pan American coffee growing areas. And what with the fact that Americans are the largest coffee drinkers in the world — and America has one of the world's highest public health ratings — it speaks well for coffee as a healthful beverage!

Statement in the headline above* is True.



COFFEE MAKES PHYSICAL WORK EASIER,* and you can work longer and harder if you drink it.

True? ☐ False? ☐

You've seen workmen engaged in heavy-duty jobs stop for a bracing hot cup of coffee. You've seen drivers piloting monster trucks long hours over tough roads stop for their coffee at roadside shacks. There's even a law in New York State decreeing that coffee *must* be served at frequent intervals to certain types of workers. Scientists explain that coffee not only intensifies the vigor of muscular contraction but also enables the muscles to act more economically — to do more work with the same expenditure of energy.

Statement in the headline above* is True.



ATHLETES WHILE IN TRAINING DRINK COFFEE.*

True? ☐ False? ☐

Thirty leading coaches state that coffee is served at their training tables. Among the coaches interviewed are Football Coaches Howard Jones of Southern California, Benny Friedman of C. C. N. Y., and Dutch Clark of the Detroit Lions. There is a wealth of modern medical opinion supporting their views that good coffee is a most healthful, harmless, invigorating beverage.

Statement in the headline above* is True.



COFFEE MAKES YOU DROWSY.*


True? ☐ False? ☐

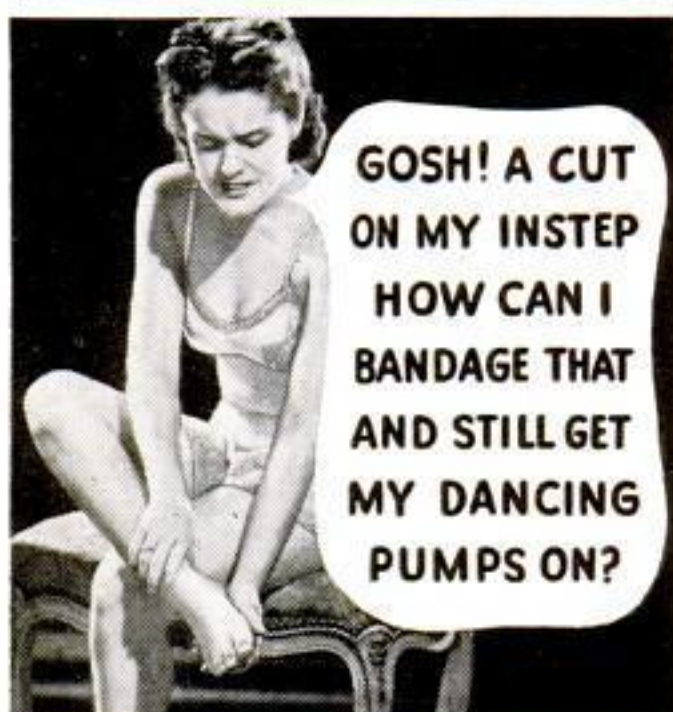
If you do feel drowsy, take coffee. Instantly it picks you up. Gives you new drive and energy. Yet — it interferes with sleep in no way — if two hours elapse between the time you drink coffee and go to bed. Drink that extra cup after dinner if you want it. The pick-up lasts only two hours with 97 out of 100 people, according to medical authorities.

Statement in the headline above* is False.

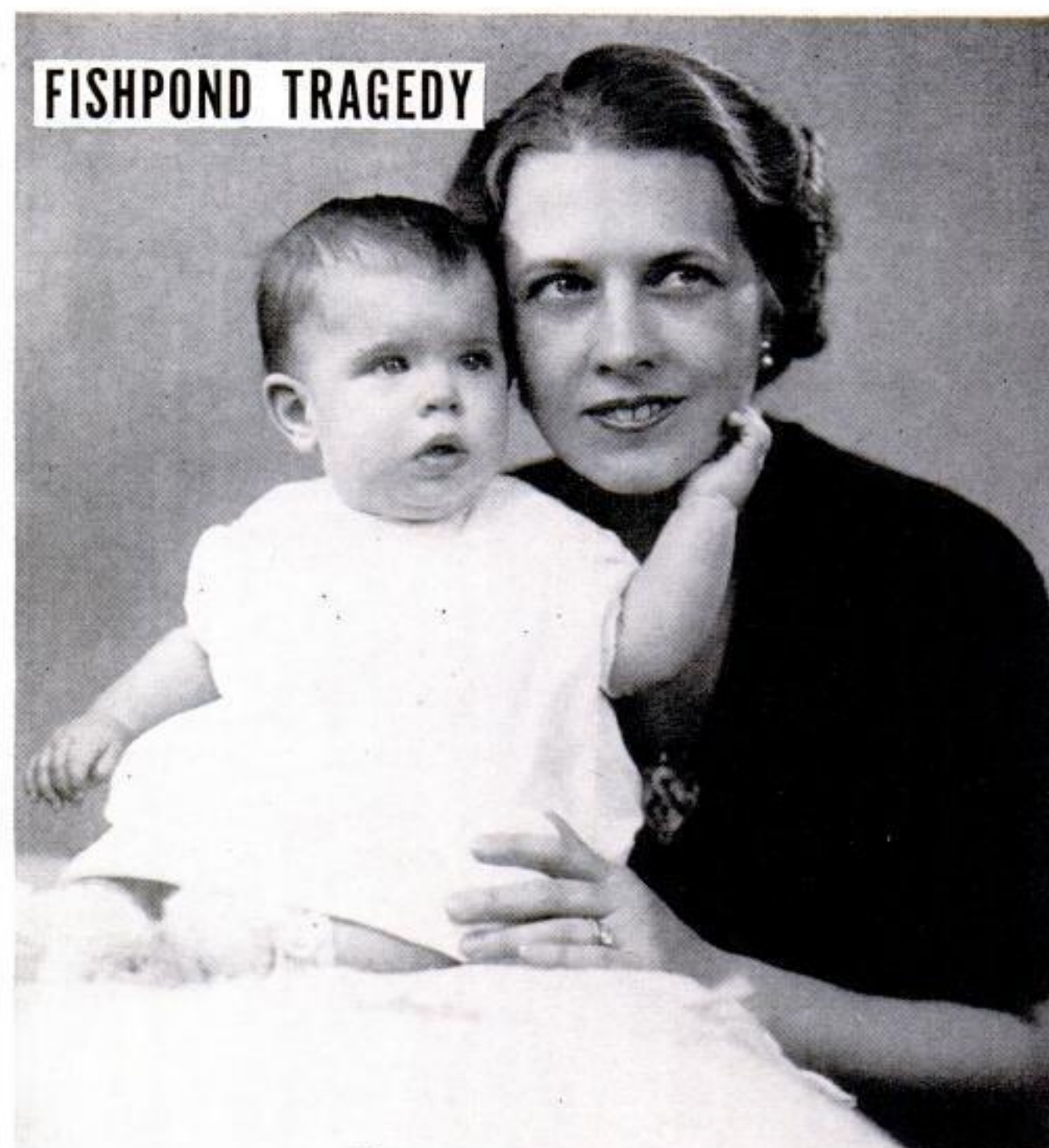
Copyright 1938, Pan American Coffee Bureau, 120 Wall Street, New York

Published by the Pan American coffee producers, for the benefit of the American public, the largest consumers of coffee in the world.
BRAZIL • COLOMBIA • CUBA • EL SALVADOR • NICARAGUA • VENEZUELA

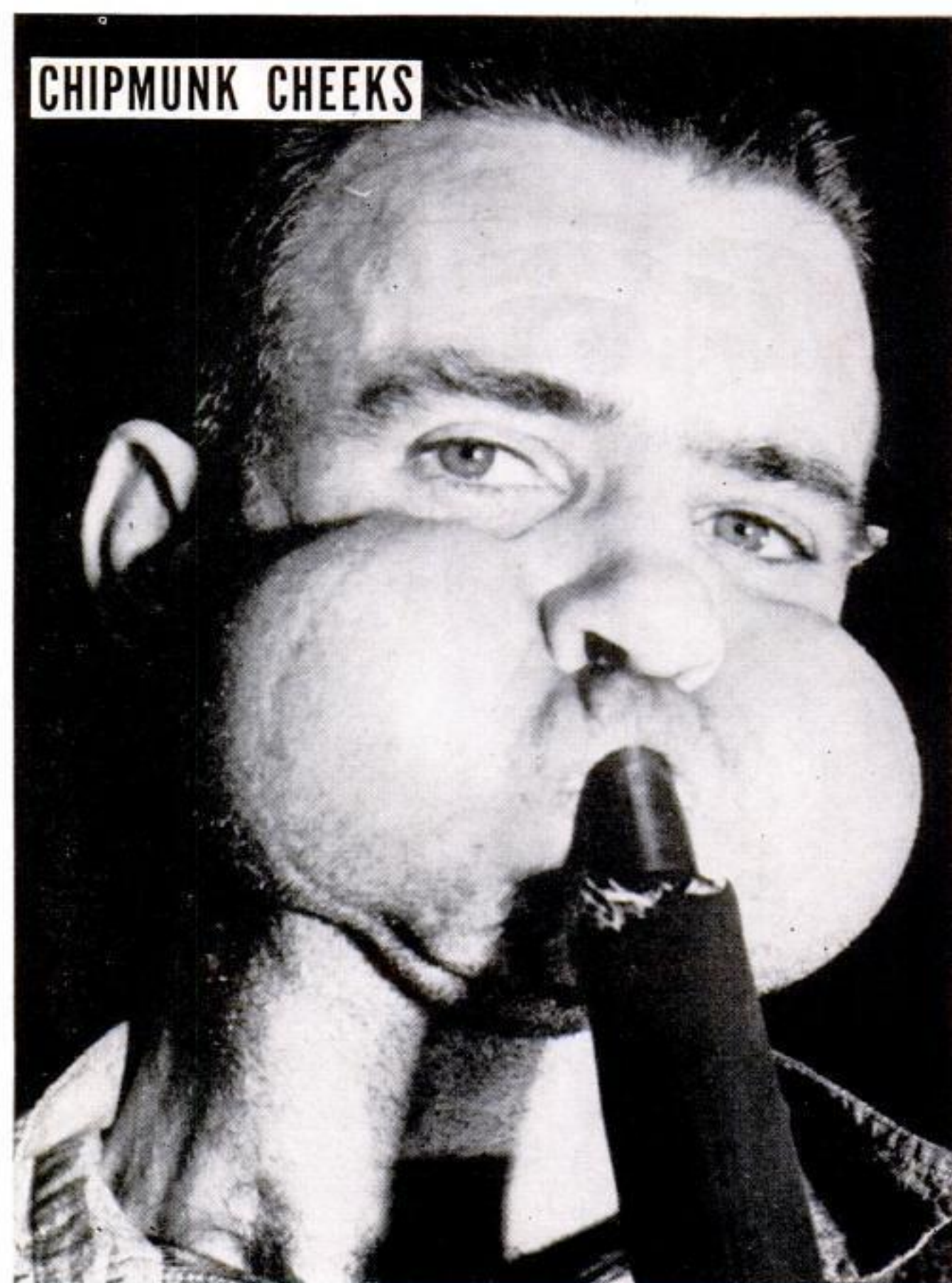
 To make good coffee use enough — a heaping tablespoonful for each cup!



PEOPLE (continued)



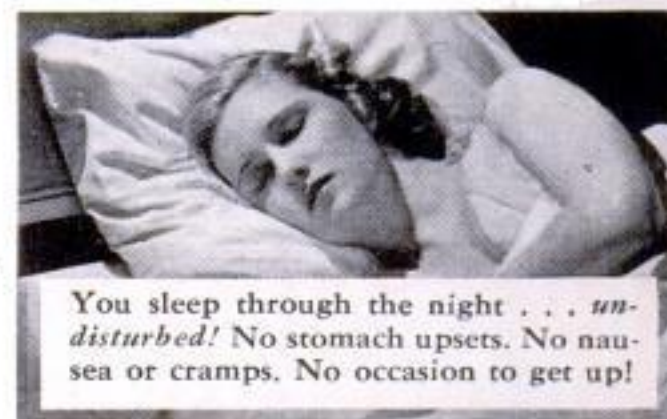
Mrs. John Cross of Takoma Park, D.C., sailed on a cruise leaving her 18-month-old daughter, Brunhilde, with a friend. Two hours after the boat left, Brunhilde's guardian left her for a moment, returned to find her in a tiny fishpond, drowned.



A glass blower in Australia displayed his cheeks, swelled like a chipmunk's, bragged that he could hold a full pint of ale in each cheek. Practitioner of a declining art, he is a very minor economic cog in Australia, where hardly any glass is blown.

BOTHERED BY CONSTIPATION?

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★ THE definite purpose of LIFE is to inform its readers of what is going on in the world today—to bring them the news which can best be told with pictures. ★

Resinol Quiets the maddening itch, soothes irritated skin. Aids healing stubborn cases. Effective in *for* yet mild enough for tenderest skin. **Itching**

Mothersills SEASICK REMEDY
Insures A Perfect Voyage
SEASICK REMEDY



“Write it down 50 times!”

JOE: Now, honey, you know I'm no Simon Legree ... but this time I'm desperate...

JANIE: Lovey still mad about pretty shirt Janie bought?

JOE: Mad? Oh, no! No, I'm not mad! That pretty shirt you bought almost **CHOKED** me to death, that's all!

JANIE: But Lovey, dear, the man **SAID**...

JOE: Sure, I know what he said. He told you that shirt was “pre-shrunk”... that's what he said.

JANIE: Joe! How did you ever guess?

JOE: Guess? I used to buy “pre-shrunk” shirts, too. And how some of those babies did shrink! The only way you can be *sure* a shirt won't shrink out of size is to look for the name Sanforized-Shrunk.

Now write it down like I tell you...

JANIE: All right, dear. “Every shirt I buy for Joe has to be Sanforized-Shrunk!” Joe, what is Sanforized-Shrunk?

JOE: Listen, fluff-puff. Sanforized-Shrunk is the shrinking process that is *patented and controlled*. It's the process that takes out the shrinkage within a trifling 1%, by *Government standard test*! It's the process that...never mind, get on with your writing!...

JANIE: “Every shirt I buy for Joe has to be Sanforized-Shrunk. Every shirt I buy...” Joe, do they cost any more?

JOE: No! The stores carry Sanforized-Shrunk shirts in all price ranges. All you have to do is look for the tag or label that says...

JANIE: Don't tell me... I know! “Every shirt I buy for Joe has to be Sanforized-Shrunk...”

JOE: “San-FOR-ized,” sweet, not “San-FER-ized”...

JANIE: “Every shirt I buy for Joe has to be Sanforized-Shrunk...” “Every shirt I buy for Joe has to be Sanforized-Shrunk...” “Every shirt I buy for.....”

“These Things, Too, Janie...”

Look for the words “Sanforized-Shrunk” whenever you buy *anything* made of cotton, linen, or spun rayon:



- Women's Dresses
- Nurses' Uniforms
- Men's Shirts, Slacks, Work Clothes
- Children's Garments
- Slip-Covers and Draperies

To be sure of permanent fit... look for the words... Sanforized-Shrunk

LIFE . . . puts your dream

OFFERING READERS SCALE MODELS OF THE 8 HOUSES SHOWN IN LIFE'S SEPTEMBER 26 ISSUE . . .

You saw them in the September 26 LIFE, 8 homes for Modern Living, presented by LIFE and The ARCHITECTURAL FORUM . . . houses that are fast coming to be "the eight most talked-about houses in the U. S."

Now you can actually see them in miniature shape and form on your own dining room table! LIFE has had made accurate, life-like scale models of these houses, beautiful miniatures in full color, faithful to the originals that were designed by leading American architects!

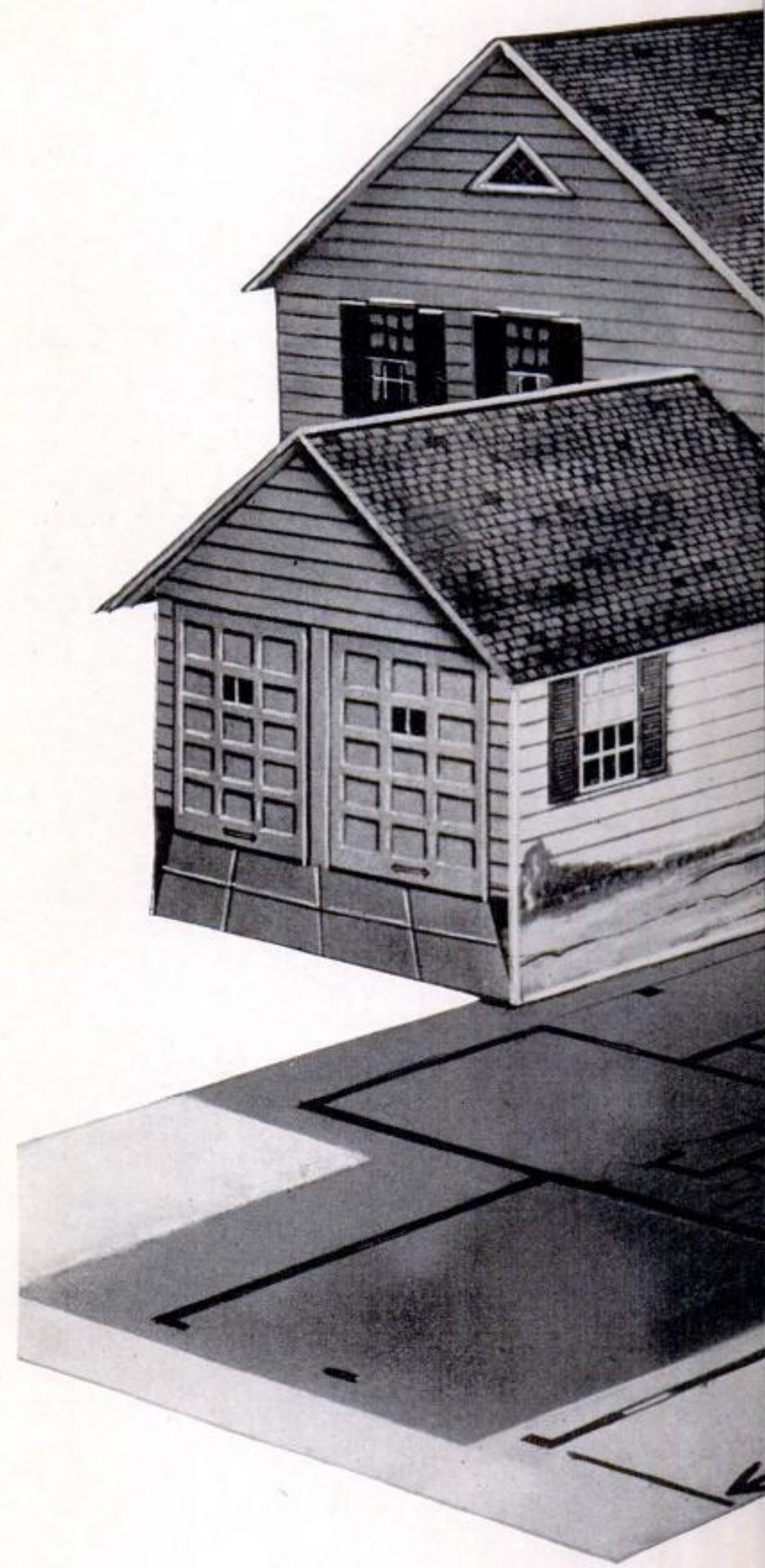
Practical is the keynote of these dream houses. LIFE went to four families of varying incomes in widely separated parts of the country, found out their space needs, and their budget limitations. Then eight top-notch architects were called into the picture. They designed two houses for each of the four families, a modern and a traditional design for each.

These eight houses, and the story LIFE has told about them, have won the praise of readers who plan to build . . . soon or some day . . . won the unqualified approval of the press and of architects, builders, realtors, and manufacturers of building materials all over the United States.

Department stores too have hailed the LIFE 8 houses story as a fascinating and helpful aid to the U. S. public; many stores throughout America are cooperating with local builders in erecting and furnishing these actual houses for their customers to inspect.

NOW HERE THEY ARE IN MINIATURE, in full color, scaled accurately to look exactly like the finished houses . . . ranging from 14" to 2'4" long.

The models of LIFE's eight houses are made accurately to architect's scale, of stiff, durable cardboard . . . a real professional job of model making. Houses are easily put together by following the simple instructions that any child can understand. All the house models are in full color, all details closely matching the original ideas of each architect.



This is a photograph of the actual full-color model #7, architect's drawing of which is shown below.



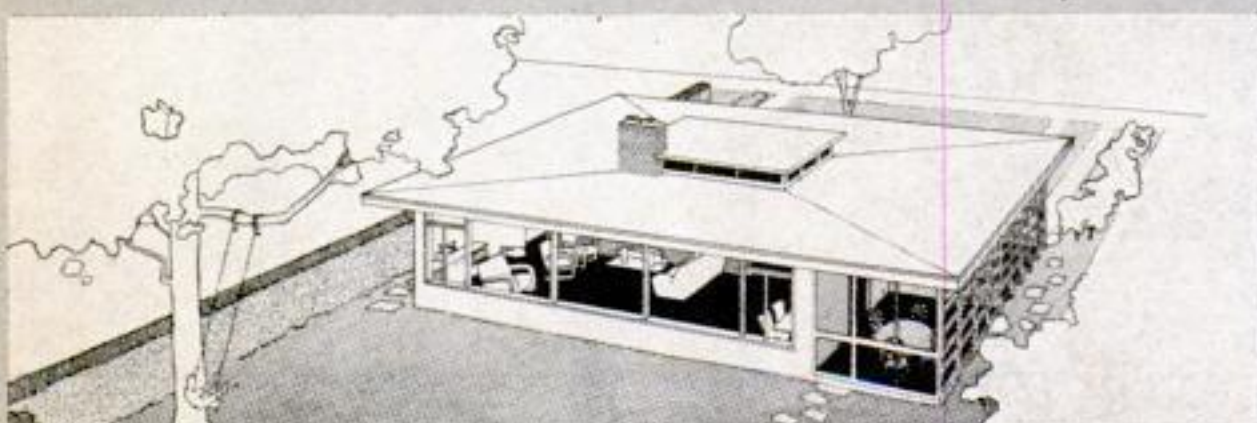
#1. Architect Koch's sketch for TRADITIONAL DESIGN HOUSE, \$2,000-\$3,000 Income. Price for scale model, full color, 20" long, 8" wide, 5" high, with floor plans, printed furniture to cut out—50¢.



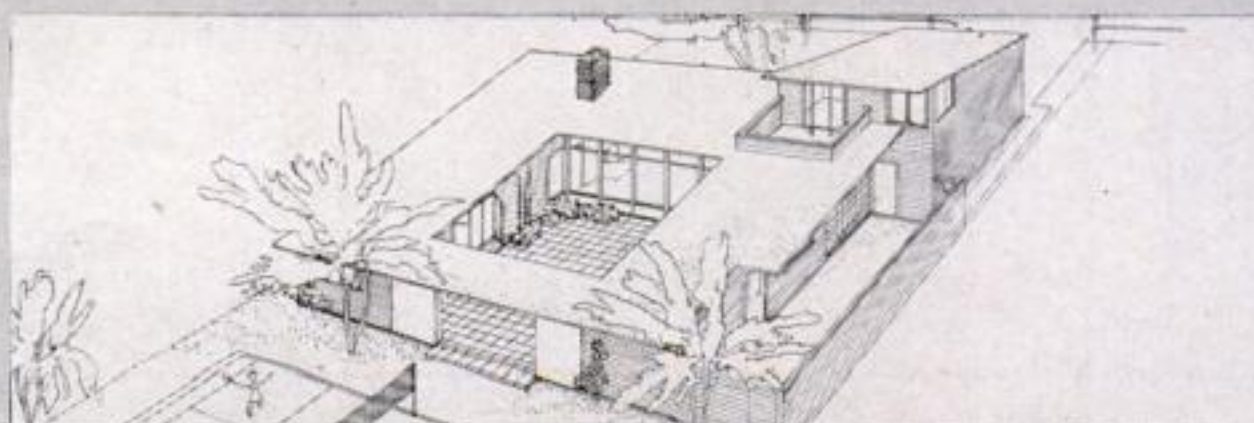
#3. Architect Kelley's sketch for TRADITIONAL DESIGN HOUSE, \$3,000-\$4,000 Income. Price for scale model in full color, 14" long by 13" wide by 5" high, complete with floor plans, printed furniture to cut out—75¢.



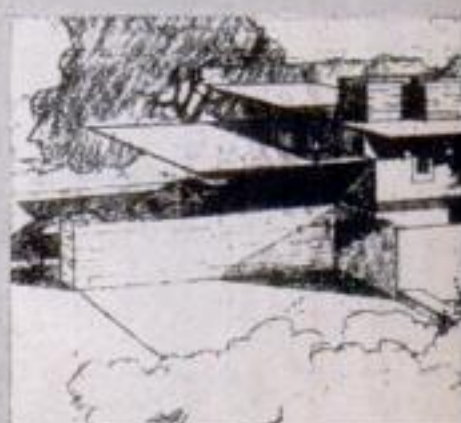
#5. Architect Wills' sketch for TRADITIONAL DESIGN HOUSE, \$5,000-\$6,000 Income.



#2. Architect Stone's sketch for MODERN DESIGN HOUSE, \$2,000-\$3,000 Income. Price for scale model in full color, 12" long by 10" wide by 5" high, complete with floor plans, printed furniture to cut out—50¢.

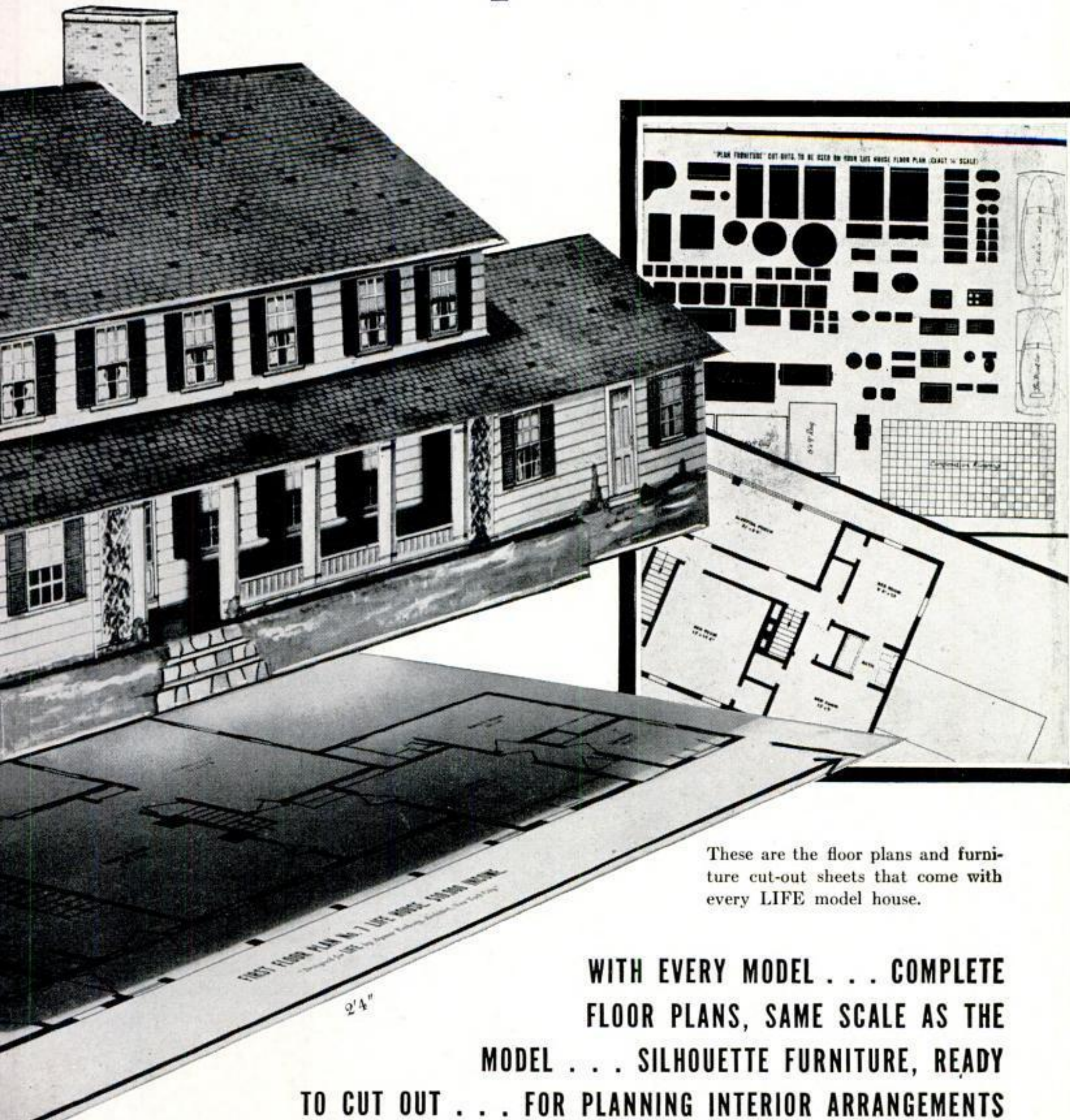


#4. Architect Wurster's sketch for MODERN DESIGN HOUSE, \$3,000-\$4,000 Income. Price for scale model in full color, 16" long by 14" wide by 6" high, complete with floor plans, printed furniture to cut out—75¢.



#6. Architect Wright's sketch for MODERN DESIGN HOUSE, \$5,000-\$6,000 Income.

house on your table!



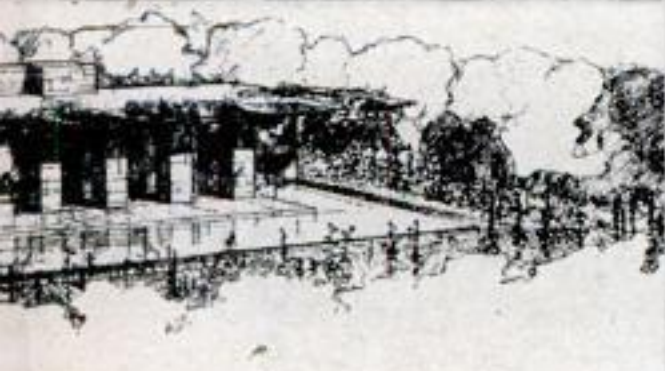
These are the floor plans and furniture cut-out sheets that come with every LIFE model house.

WITH EVERY MODEL . . . COMPLETE FLOOR PLANS, SAME SCALE AS THE MODEL . . . SILHOUETTE FURNITURE, READY TO CUT OUT . . . FOR PLANNING INTERIOR ARRANGEMENTS

With each LIFE-like model you get complete simple floor plans, showing dimensions of each room, positions of windows, stairways, doors, etc. AND a printed cardboard sheet of major, space-occupying furniture with each model ready to cut out, to enable you to try various room arrangements and experiment with possibilities that best suit your own needs. Fun! A fascinating game of furnishing your house right on top of the table—incorporating *all* the ideas of the family!



Income. Scale model in full color, 18" long by 8" wide by 9" high, complete with floor plans, printed furniture to cut out—\$1.



Income. Price for scale model in full color, 26" long by 16" wide by 8" high, complete with floor plans, printed furniture to cut out—\$1.



#7. Architect Embury's sketch for TRADITIONAL DESIGN HOUSE, \$10,000-\$12,000 Income. Price for scale model in full color, 22" long by 9" wide by 9" high, complete with floor plans, printed furniture to cut out—\$1.



#8. Architects Harrison's & Foulhoux's sketch for MODERN DESIGN HOUSE, \$10,000-\$12,000 Income. Price for scale model in full color, 23" long by 20" wide by 7" high, complete with floor plans, printed furniture to cut out—\$1.

WHAT PEOPLE ARE SAYING ABOUT LIFE'S 8 HOUSES

"I don't think I have ever seen anything in any publication which deserves higher commendation than the twenty-two illustrated pages of modern homes in your September 26th issue of LIFE."

Jesse H. Jones, Chairman
Reconstruction Finance Corporation

"Educational work along this line is fundamentally necessary and I congratulate LIFE on its contribution."

Daniel C. Roper, Secretary of Commerce

"An excellent spread on American housing! Do more of that so we Americans can learn something about modern housing."

U. S. McCauley, Cambridge, Mass.

"Heartiest congratulations on your housing portfolio and on your graphic manner of informing American home builders."

William H. Evans, President
Building Contractors Assoc. of Southern Calif.

"On behalf of the building industry, I thank you for your contribution to the national economy."

W. H. Lowe, President
The Paraffine Companies, Inc.

"Your approach is intelligent, stimulating and effective. You have pointed a way which I hope will be followed."

Alfred Rheinstein, New York City Housing Authority
"I wish to express the deep interest of the Housing Authority of the City of Pittsburgh in the work you are undertaking."

B. J. Hovde, Administrator
Housing Authority of the City of Pittsburgh

"Your very practical approach is most commendable. We congratulate you on undertaking this thoroughgoing task."

O. W. L. Coffin, Secretary
The Cleveland Real Estate Board

"The Housing Portfolio of LIFE is the most outstanding of the many accomplishments of your magazine."

J. M. Hammer, Editor, American Glass Review

LIFE MODEL HOUSES WILL BE ON SALE AT THESE STORES

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| L. Bamberger, Newark
M. E. Blatt, Atlantic City
Block & Kuhl Co., Peoria
*Boston Store, Milwaukee
Burdine's, Miami
H. C. Caspell, Oakland
*Carson Pirie Scott, Chicago
Coyle & Richardson, Charleston
*The Emporium, San Francisco
Forbes & Wallace, Springfield
*Gimbel Brothers, Philadelphia
Gold & Co., Lincoln
Hale Brothers, Inc., San Jose
Harris Company, San Bernardino
The Hebe Co., Cleveland
D. H. Holmes Company, New Orleans
The J. L. Hudson Co., Detroit
*Kaufmann's, Pittsburgh
Thomas Kilpatrick, Omaha
*Lansburgh's, Washington
F. & R. Lazarus & Company, Columbus
Harry S. Manchester, Madison
McCurdy & Co., Rochester | Hood McPherson, Birmingham
*Jordan Marsh Company, Boston
*The May Company, Baltimore
*The May Company, Los Angeles
Miller Brothers Co., Chattanooga
Pelletier's, Inc., Sioux City
Petersen, Harned, Von Maur, Davenport
Pomeroy's, Inc., Harrisburg
Pomeroy's, Inc., Pottsville
*Quackenbush Company, Paterson
D. M. Read Company, Bridgeport
Rike Krumler Company, Dayton
Stix, Baer & Fuller, St. Louis
Strouse-Hirschberg, Youngstown
*Thalhimer Brothers, Richmond
Titebe Goettinger Co., Dallas
Trask Prescott Richardson, Erie
Charles V. Weiss Company, Rockford
*Whitney & Company, San Diego
Wolf & Dessauer, Fort Wayne
George Wyman & Co., South Bend
Yunker Bros., Des Moines |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

*Co-operating with local builder in constructing LIFE houses.
**Co-operating with A. Longauer and Elton A. Schultz Co., builders in LIFE house construction at Dellwood Park.

OR ORDER YOUR MODELS FROM LIFE BY USING THE COUPON BELOW:

These beautiful, full color models complete with floor plans and Plan Furniture cut-outs will be sent at prices noted, POSTPAID. Simply indicate on this coupon the numbers of the models you wish. Fill out and mail the coupon today or drop a note to LIFE HOUSES, 330 East 22nd Street, Chicago, Ill.

LIFE has ordered only an experimental limited edition of these models. We suggest you act immediately to get your model LIFE houses. Fill in and mail the coupon today! (*Inquiries are invited from stores and manufacturers on bulk quantities of LIFE Model Houses.*)

LIFE HOUSES
330 East 22nd Street
Chicago, Ill.

I enclose \$... for ... LIFE model houses, each complete with floor plans and Plan Furniture cut-outs. I am checking the numbers of the houses you are to send. Shipment **post-paid**. If models are in any way unsatisfactory money will be refunded if I return shipment within 5 days.

- | | | | |
|---------------------------------|---------------------------------|------------------------------------|------------------------------------|
| <input type="checkbox"/> #1-50c | <input type="checkbox"/> #3-75c | <input type="checkbox"/> #5-\$1.00 | <input type="checkbox"/> #7-\$1.00 |
| <input type="checkbox"/> #2-50c | <input type="checkbox"/> #4-75c | <input type="checkbox"/> #6-\$1.00 | <input type="checkbox"/> #8-\$1.00 |

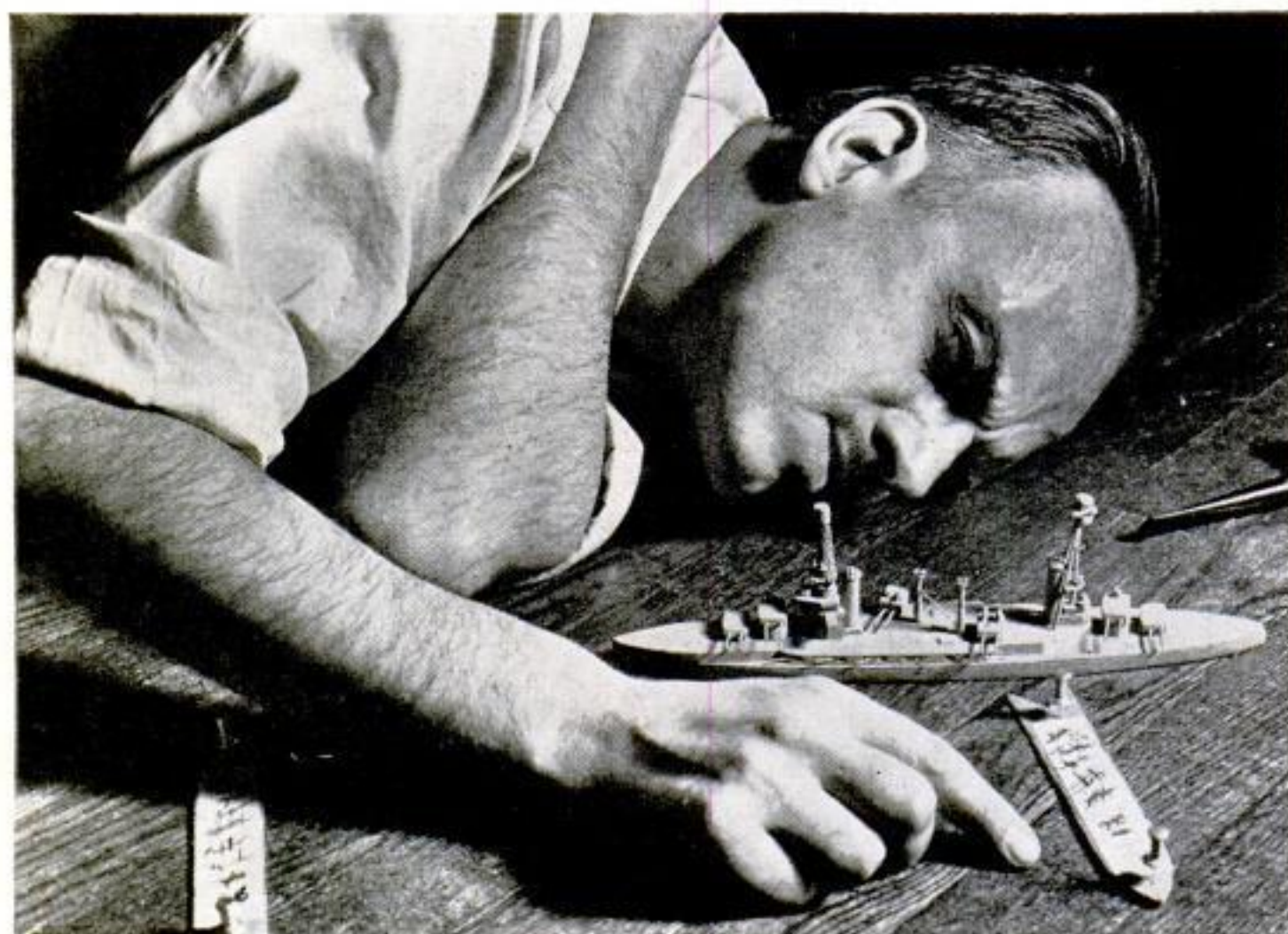
Send cash, check, or money order

NAME

ADDRESS



Newport War College. A lieutenant, a lieutenant commander and a commander squat to learn tactics, shoving toy boats on a checkered floor. The standing officer is the referee.



Merrick Wells, hospital accountant, fires the Argentine battleship *Moreno* at the advancing Brazilian navy. Guns fired and estimated range are marked on the wooden arrow.

Life Plays a Naval War Game

with the serious friends of a New York writer

When America's greatest naval philosopher, Admiral Alfred Thayer Mahan, entered the Naval War College at Newport, R. I., in 1885, his entire equipment consisted of a ramshackle stone house, a map of the Battle of Trafalgar and a number of cardboard ship models. With the map and the models he devised a game to teach tactics to aging senior officers. Greatly elaborated, it has been played at Newport ever since.

About 1929, Fletcher Pratt, a New York writer (*Ordeal by Fire*) passionately interested in naval warfare, began devising a war game of his own, now played weekly on the floor of his studio with some 400 scale ship models that Mr. Pratt has carved from balsa wood with a razor blade.

No sport for flutterwits, the Pratt War Game is based on an intricate mathematical formula which, by adding speed, fire power, armament and tonnage, resolves the efficiency of any warship in the world to a single number. Newport's War College found the Pratt formula sometimes more efficient than its own. Using the Pratt figures (about 125,000 for the average battleship, 5,000 for the standard destroyer) opposing teams may pick any type of fleet they like as long as their combined strengths are equal. Teams then have 45 seconds in which to maneuver their fleets to firing positions, 15 seconds more for contemplation, then 1 minute 15 seconds to "shoot," guessing the actual range in inches, and marking on a wooden arrow the number and caliber of guns in each salvo.

The referees figure hits and misses with a tape. Ten times the square of the caliber of each hit is subtracted from the base number of each vessel struck, and the battle proceeds with another 45 seconds of maneuvering until one fleet or the other is sunk or surrendered.

Persistent players of the Pratt War Game include a portrait painter, a pretty Broadway actress, an accountant for the New York Hospital, a real-estate dealer, a marionette producer. The number of players is unlimited but an average game employs about eight people (two teams of three each and two referees) and lasts about four hours. "But of course," says Mr. Pratt, "a couple might run through a little destroyer engagement any time."



NEARLY ONE-FOURTH (139 SHIPS) THE AMERICAN NAVY CARVED BY FLETCHER PRATT FOR HIS WAR GAME. HE HAS MADE 270 SHIPS OF OTHER NAVIES AS WELL



A destroyer engagement on the Pratts' floor, all ships firing

CONTINUED ON NEXT PAGE

Taste Why...

America
buys more
Hiram Walker gins
than any other
kind

Martinis for Two

2 oz. Hiram Walker's Gin
1 oz. Italian Vermouth
2 dashes orange bitters
Stir (never shake) with ice.
Serve with green olive in
cocktail glass.



IF your recipe is right, your drinks can't help being right every time — when you use Hiram Walker gins. Thanks to the exclusive Controlled Condensation Process that insures uniform flavor, every bottle has the same delicious taste — the same perfect smoothness — month in and year out! That's why America buys more Hiram Walker gins than any other kind! Hiram Walker & Sons Inc., Peoria, Illinois. Distilleries at Peoria; Walkerville, Ontario; Glasgow, Scotland.

Life Plays the War Game (continued)

Fletcher Pratt, inventor of the War Game, spent two years whittling models for it and a lifetime acquiring the specific knowledge that makes it possible. He has just published a history of the American Navy. He insists that it is much easier to play than it sounds. Such mental gymnastics as adding the square of the thickness of turret armor on a 10,000-ton cruiser to 25 times the number of planes it carries, multiplied by half the speed of the ship, etc. has all been done by Mr. Pratt before the players arrive. Newcomers to the game need only obey their team "admiral's" orders.



THE BATTLESHIP "CALIFORNIA" TOOK ABOUT TWO WEEKS TO CARVE



THE PRATT CAT, JERRY, DISTURBS THE BATTLE WHILE MR. & MRS. PRATT MEASURE



FLETCHER PRATT MAKING A CHINESE GUNBOAT FOR HIS WAR GAME



HITS AND MISSES ON THE STUDIO FLOOR. PAPER SPLASHES MARK MISSES

Certain of admiring eyes



because she knows her dentifrice provides quick, complete refreshment to her mouth, gums and teeth.

Fight Acid when you brush your teeth!

TODAY THERE IS something more that you can do to insure the loveliness of your smile.

But first you should realize that after every meal, minute food particles lodge in many tiny crevices in and between the teeth.

Here fermentation may begin and acids form—acids that dull the brightness of teeth, attack enamel, and are a factor in tooth decay.

And it is only obvious that such fermentation may mar the sweetness of breath and taste.

That is why you should fight acid when you brush your teeth. That is why Squibb Dental Cream is made with a safe, scientific ant-acid that can penetrate into tiny crevices, and neutralize the acids

of decay wherever it comes in contact with them.

Switch to Squibb Dental Cream for yourself and every member of your family. It costs no more . . . and think what added assurance it gives! Note how it cleans, and note particularly the feeling of quick refreshment throughout the mouth.

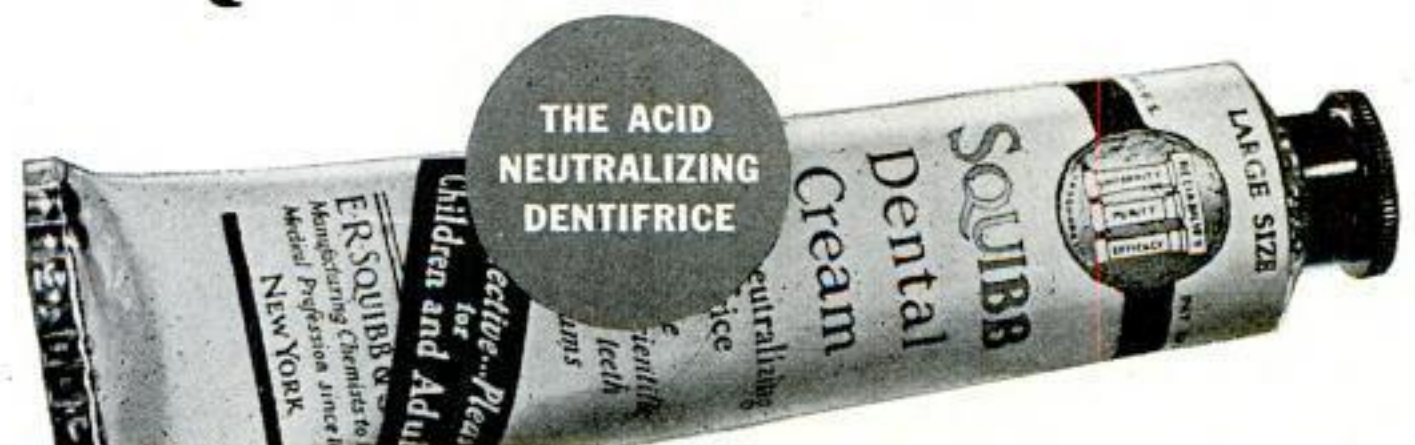
Squibb Dental Cream is available wherever good drug products are sold. Buy a tube tomorrow.

And don't forget that by the use of Squibb Dental Cream and adequate professional care, most tooth decay can be prevented.



FOR THOSE WHO PREFER POWDER. Squibb Tooth Powder contains the same essential ingredients as Squibb Dental Cream.

SQUIBB Dental Cream



The Priceless Ingredient of Every Product is the Honor and Integrity of Its Maker

A SPECIAL PREPARATION FOR SHAVING

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

**It's Not a SOAP... Not
Greasy... Needs No
Brush... No Irritating
Alkalies**

Soaps and lathers have been used for generations to soften men's beards. These serve well enough for men who shave only occasionally. But modern life now demands at least 1 man in 7 shave *every day*. This daily shaving often causes razor scrape—irritation.

NO SOAP BASE—NO HARMFUL ALKALI

To prevent this daily irritation, a rich, soothing cream *without a soap base* has been developed. Contains no harmful alkali. It is called Glider and is a complete departure from the ordinary way of manufacturing a shaving preparation.

NO LATHERING—NOT GREASY

After washing face thoroughly with hot water and soap to remove grit and oily sebum that collect on whiskers every 24 hours, you spread on Glider quickly and easily with your fingers. *Never a brush*. Instantly Glider forms a protective layer between the edge of your blade and the sensitive surface of your skin. It enables razor to remove your softened whiskers at the base *without scraping or irritating the tender skin*.

ESPECIALLY FOR THE 1 MAN IN 7 WHO SHAVES DAILY

For men in responsible positions—doctors, lawyers, businessmen and others who must shave *every day*—Glider is invaluable. It eliminates the dangers frequent shaving has for the tender face and leaves your skin smooth and free from unsightly red spots. Glider has been developed by The J. B. Williams Co., who have been making fine shaving preparations for over 98 years.

TRY A TUBE AT OUR EXPENSE—We're so positive that *Glider* will give you more shaving comfort than anything you've ever used that we'll send you a generous tube **ABSOLUTELY FREE**. No stamps—no cartons—no dimes. Just send your name and address to The J. B. Williams Co., Dept. LG-13, Glastonbury, Conn., and we'll send you a tube of *Glider*. On this **FREE** trial test, we rest our case entirely. Don't delay—send in a penny post card today for your free tube of *Glider*.

Ernest B. Hullburt
PRESIDENT

Free offer good in U.S.A. and Canada only

PICTURES TO THE EDITORS



STAR'S BABY

Sirs:

I am sure LIFE readers will be interested in this baby, who has just been to Bachrach's for his first formal portrait. He is Peter Birrell, aged four-and-one-half months. His mother is Eleanor King (Mrs. Lowell M. Birrell), the star of *The Birth of a Baby* (LIFE, April 11).

Miss King, who recovered so easily in the movie, was seriously ill after the birth of her baby in real life. During the last several months she has been recuperating on her farm in Connecticut, and is now pitching hay to get in trim. She has turned down two movie offers in order to return to the legitimate stage this fall.

GEORGE McMURRAY
New York, N.Y.



SPHINX FROM REAR

Sirs:

I have seen many photos of the Sphinx on the outskirts of Cairo, Egypt. But all have been fullface (above). Here is a picture (below) photographed from the recently uncovered rear of this world-famous edifice.

NED J. SABELLA

New York, N.Y.



ONE WEEK IN SHORTS

Sirs:

Perhaps a thousand persons aboard the Italian Liner *Conte di Savoia* will remember this young lady. She is Barbara Lasky of Boston, a vivacious co-ed from Ohio State University, who spent her vacation in Europe. There was some mix-up on the sailing time from Cannes and Barbara climbed aboard at the last minute, wearing the costume you see and clutching a bottle of champagne. Her luggage never got aboard at all. Barbara went to dinner, to dances, to the bar in shorts, high heels and sometimes the fur cape for one week.

RUSSELL R. BENSON

Lakewood, Ohio

WATER FROZE SOLID...EGGS COOKED ON SUN-BAKED ROCK



IN from the ancient Moorish city of Algiers...

*Trans-Africa Safari, Inc.
Blazes 11,000 Mile Trail
through Sahara Sands,
over Mountains of the
Moon . . . Records
Greatest Anti-Freeze
Testimonial in
Automotive History*

And between Algiers and Nairobi, 11,000 miles of blinding, stinging, trackless sand, of thrusting barren mountains, festering jungle . . . 11,000 miles of blistering days, and, in high altitudes, nights of stinging cold, when the thermometer dropped a dozen degrees below the freezing mark . . . 11,000 miles of continuous punishment such as no anti-freeze ever had before. Such was the recent trek of Trans-Africa Safari, Inc., in blazing, for the first time, a diagonal, short-cut trail across the heart of the Dark Continent.

At night, drinking water froze. At noon, they cooked eggs on sun-baked rocks. Within 24 hours temperatures ranged from 20 degrees to 160! But the "Prestone" anti-freeze that went into the radiators at Algiers, came out clear and clean at Nairobi, and without the loss of a cupful of solution!

Any anti-freeze will protect *your* car against freezing, if you have enough of it. But the mild spells in winter play hob with ordinary anti-freezes that *will* boil away. With "Eveready" "Prestone" anti-freeze in your radiator, you're safe against the most freakish winter weather to be found anywhere on the globe!

EVEREADY
TRADE-MARKS
PRESTONE
ANTI-FREEZE
IS GUARANTEED IN
Writing
FOR THE ENTIRE WINTER



\$2⁹⁵
A GALLON



The words "Prestone" and "Eveready" are trade-marks of National Carbon Co., Inc.

COSTS MORE BY THE GALLON LESS BY THE WINTER

TIE-D for LIFE

Wembley Cravats

For the man who has deep affection for his ties these knot defying, wrinkle resisting, Wembley Cravats won't lose their LIFE no matter how many times you tie them.



Priestley's
IMPORTED
NOR-EAST
NON-CRUSH

Stylish in America and woven in England, Wembley Cravats have that extra sparkle, extra beauty, and extra long life that only Priestley's Nor-East Non-Crush fabric can give.

\$1

IT ISN'T A NOR-EAST TIE IF IT HASN'T A NOR-EAST LABEL

Wembley Silk Ties

And with the same deft magic touch in styling, here are famous Wembley Silks... Ties that blend with your shirts, harmonize with your clothes and have the originality of design that gives the crowning touch to faultless dress.

\$1 and up

Wembley
GRAVATS
NEW ORLEANS, U.S.A.

At the Best Stores from Coast to Coast

PICTURES TO THE EDITORS

(continued)

THINKING THINGS OVER

Sirs:

One day last week, Photographer Gardiner Bissell of the *News-Telegram* received a telephone call that an old woman smoking a cigar in one of Portland's parks "might make a picture." He went to the park, found Mrs. Otto Larsen, a Swedish-born farm woman. He learned that her

husband had died a week before, that, reduced to her last 20¢, she had gone that morning to a beer parlor, purchased a ten-cent glass of beer and two five-cent cigars, then continued to the park "to think things over." He snapped this picture as her last five cents went up in smoke.

WILLIAM P. GRAY

The *News-Telegram*
Portland, Ore.



LOOTER AT WORK

Sirs:

I was taking pictures of the hurricane damage at Weekapaug, one of the hard-hit communities in Rhode Island,

when I came upon this looter breaking into one of the damaged houses. Just after I made this picture he saw me and ran away.

WILLIAM J. SCHMELZER
Meriden, Conn.



CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions however, whether professional or amateur will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. And under no circumstances will LIFE be responsible for safe handling of same either in its office or in transit. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York.

LIFE'S PICTURES



High spot in the adventurous career of 55-year-old Col. A. J. ("Sandy") Macnab was the discovery in Africa's Kenya Colony of the first albino giraffe ever photographed. Col. Macnab was fortunate in having a color movie camera along. Although this was his first experience with both movie camera (a Bell & Howell turret-top) and color film, the results were excellent, as the pictures on page 44 prove. Far more dangerous to photograph than giraffes, he says, are elephants. Their eyesight is poor but their smell and hearing excellent. A camera click will start them charging. The intrepid Colonel is shown above in the Canadian Northwest, with his dog, Sport, and a fresh-caught 16-lb. lake trout.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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5—GEORGE STROCK PHOTOS *etc.* bot. POWELL PRESS PHOTO
6—HANSEL MIETH—JOHN PHILLIPS
8—SCOTTY WELBOURNE from M-G-M, W. W.
11—PHOTO by HEINRICH HOFFMANN from "HITLER ARBEITET VOM ALLTAG" published by ZEITUNGSGESCHICHTE, BERLIN
12—V. I.
13—INT.—INT. VIA R. C. A., ACME, A. P.—P. I.
14—JOHN PHILLIPS—JOHN PHILLIPS, P. I., A. P.
15—JOHN PHILLIPS—A. P. (2)
16—A. P.
17—D. V. from B. S.
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35, 36—R. A. C. PRODUCTIONS
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46—GORO from B. S.
47—GORO from B. S. *etc.* second from t. lt. courtesy FORDHAM SEISMIC OBSERVATORY
48—GORO from B. S.
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55—CARL M. MYDANS *etc.* lt. lt. HOWARD BRODIE
56—lt. column HOWARD BRODIE; rt. column CARL M. MYDANS
57—lt. column CARL M. MYDANS; rt. column HOWARD BRODIE
58—KNOPF-PIX, A. P.—ARTHUR GRIFFIN
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71, 72, 73—HANSEL MIETH

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"I got love and kisses for my
Chocolate Orange Cream Pie!"



HERE'S THE RECIPE I USED!



CHOCOLATE ORANGE CREAM PIE

3 squares Baker's Un-sweetened Chocolate	2 tablespoons butter
2½ cups milk	1 teaspoon vanilla
1 cup sugar	1 baked 9-inch pie shell
6 tablespoons flour	½ cup cream, whipped
½ teaspoon salt	2 tablespoons grated orange rind
2 egg yolks, slightly beaten	

Add chocolate to milk and heat in double boiler. When chocolate is melted, beat with rotary egg beater until blended. Combine sugar, flour, and salt; add gradually to chocolate mixture and cook until thickened, stirring constantly; then continue cooking 10 minutes, stirring occasionally. Pour small amount of mixture over egg yolks, stirring vigorously; return to double boiler and cook 2 minutes longer. Add butter and vanilla and cool. Turn into pie shell; chill. Pile whipped cream lightly around edge of pie to form a 1-inch border; sprinkle cream with grated orange rind.

(All measurements are level)

"... AND I OWE IT ALL TO

AUNT HETTY'S SHARP TONGUE!"



IT HAPPENED THIS WAY

... One night I barged into Aunt Hetty's mad as hops at my husband and big son. "They always pass up my chocolate desserts," I stormed, "but they eat anything *you* cook with chocolate—and *like* it!"

taste that the menfolks always go for."

WELL, IT ENDED with my getting Baker's Chocolate next morning and making this Chocolate Orange Cream Pie. And let me tell all you women with men to please, you'd better clip this recipe right now! My husband ate till I thought he'd burst—and my son gave me a bear hug after dinner and said, "Jeepers, Mom, I hope I marry a girl who can cook like you!"



"COURSE THEY DO!" snapped Aunt Hetty. "I always use Baker's Chocolate! I've found it's far the best. Baker's Chocolate is *extra rich*. That's why it gives that extra-glossy rich color and *real chocolate*



FOR PERFECTION—have Baker's *extra richness* in all your chocolate dishes. Generations of housewives have found that no other chocolate gives the same *real chocolate* flavor... the same mellow smoothness. Look for the "Baker Chocolate Girl" on the label. Baker's Chocolate is a product of General Foods.



BAKER'S COCOA, TOO, TASTES RICHER—SMOOTHER!



HOUSEWIVES AGREE today as they have for generations—"No other cocoa is equal to Baker's." In a recent "blind" test made by hundreds of women, Baker's Cocoa was voted the favorite. Baker's Cocoa is *extra rich*. Copyright, General Foods Corp., 1938

NEW, DIFFERENT CHOCOLATE CAKE AND DESSERT RECIPES!



Free!

Chocolate Peppermint Cake! Chocolate Cream Pie! A new kind of Devil's Food! These and eleven other gorgeous cake, pudding, candy and beverage recipes (illustrated in full color) *yours free!* Just mail this coupon—today!—to:
GENERAL FOODS, BATTLE CREEK, MICHIGAN

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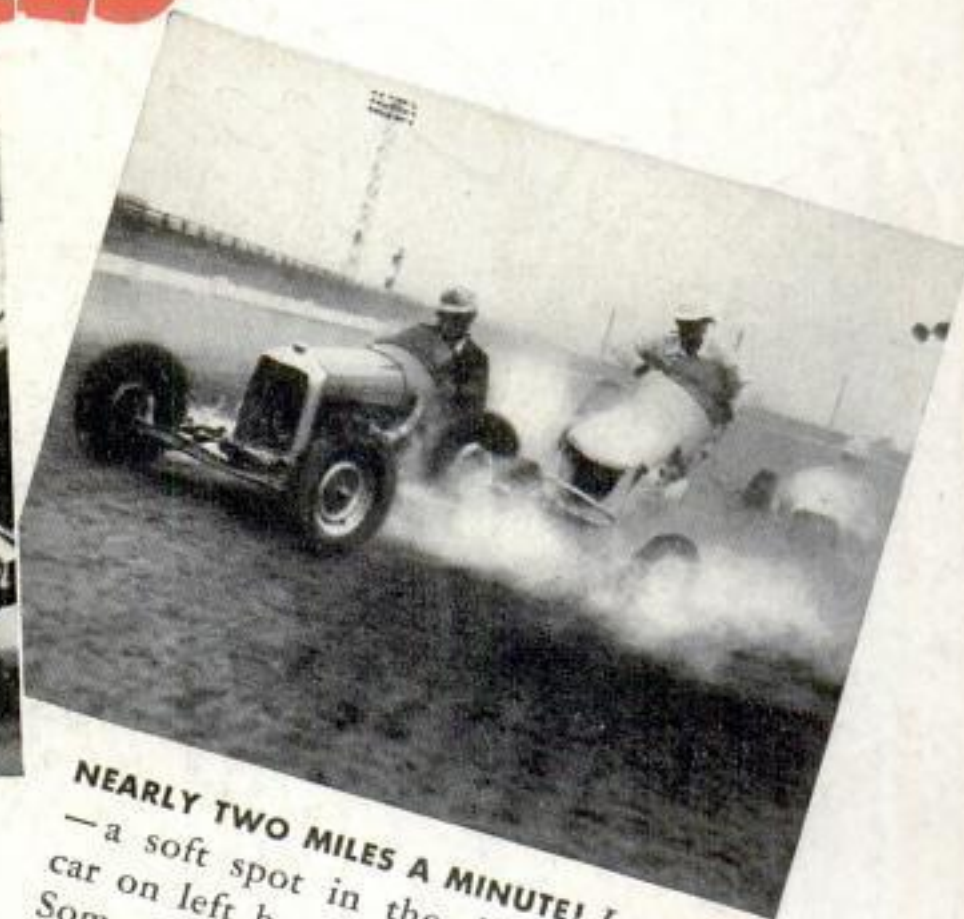
(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.) (Offer expires April 1, 1939)

WING BRONCHOS ON WHEELS



They're called "doodlebugs"—but racing a midget car (half-size auto) is tough, dangerous sport... as 10 million fans can tell you!

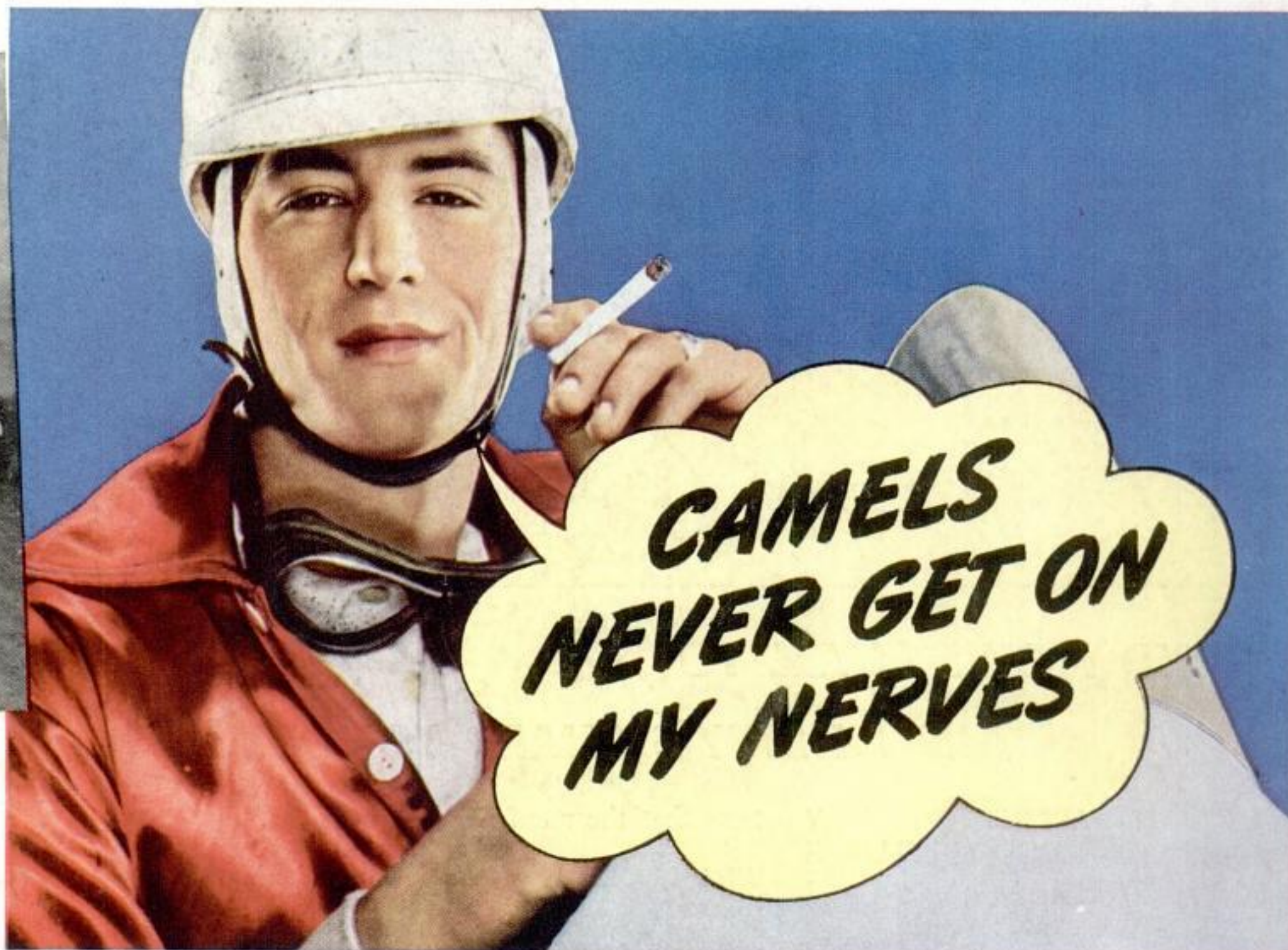
BRAKES SCREECH as racing midget cars jam and crash in daring bids for leadership. Note how the careening racer above has mounted hood of another doodlebug, as the cars close in for the turn. Thrills and spills of midget auto-racing have crowded millions of rooters into more than 100 U. S. tracks. Circuits measure a fifth or a quarter of a mile. Turns are seldom banked.



NEARLY TWO MILES A MINUTE! Look out—a soft spot in the dirt! Skidding car on left has snarled the white car. Somersaults, jams, rolls, and hurdles are common in midget car-racing, fatalities are few. Drivers are tough, smart, nimble.



MOST DRAMATIC, spine-tingling sights in auto-racing occur at the turns of midget tracks. Soft, unbanked dirt-track racing demands lightning calculations. Driver above took the turn too fast—skidded, rolled over in path of oncoming racers. No one was hurt. Midget autos often leap clear over each other. Drivers are noted for quick jumps before crashes.



CAMELS NEVER GET ON MY NERVES

DRIVER ERNEST GESELL, JR., popular midget auto-racing champion, risks serious injury freely, reports only one track casualty. Maybe that's just his good fortune. But Ernie's admirers prefer to credit his amazing nerve control. Gesell himself prizes healthy nerves, saying: "At two miles a minute on a dirt track, anything can happen. My nerves have got to be steady;

so Camel's my smoke! Camels are *mild*! I can enjoy as many as I please, and they never get me jittery or unsure. Most racing drivers I know prefer Camels." You, as a smoker, will also appreciate Camel's smooth mildness—Camel's *finer, costlier tobaccos*! Start smoking a package of Camels today. You will soon know why they are, by far, America's largest-selling cigarette!

Camels are a matchless blend of finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic



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R. J. Reynolds Tob. Co.
Winston-Salem, N. C.

PEOPLE DO APPRECIATE THE **COSTLIER TOBACCOS** IN CAMELS

THEY ARE THE **LARGEST-SELLING** CIGARETTE IN AMERICA

"WHERE TOBACCO CROPS ARE FINEST—THERE YOU'LL FIND THE CAMEL BUYERS!"

say the men who grow tobacco. Naturally their cigarette choice is Camel



Cecil Claybourne, who practically lives with tobacco the year 'round, says: "Many's the time Camel has paid me more to get my finest grades. Finer tobacco makes finer smoking, so I'm steady on Camels. So are most planters."



A planter for 35 years, Edward S. Dail says: "Like other planters here, I sell my best grades of tobacco to Camel—and Camel buyers bid to get them. So, men like me who know tobacco naturally smoke Camels."



"The finest lots of my last crop went to Camel," says planter Jesse T. Hardy. "Camel bid up for them too. We appreciate fine tobacco down here. So you'll find most of us smoking Camels. We know Camel buys better tobacco."